





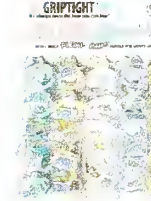
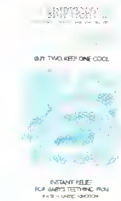










CHEMIST & DRUGGIST

the newsworthy for pharmacy

July 7, 1990

			
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Special EC community qualification?

Sawtry farce goes back to court

Pharmacy update: TPN at home

WHO looks at 'worthless' VMS formulations



Christmas crackers 1990

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IN THIS ISSUE

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EC qualification compulsory for community pharmacy ownership? 4
EEC Pharmacy Group approves decision which awaits Commission approval

Government imposes 7.5pc pay offer already rejected by PSNC 5
Rise to be applied from August 1, but retrospective to April 1

WHO to recommend national policies to counter irrational use of vitamins 5
Majority of products not needed and either "worthless or illogically" formulated

Sawtry farce continues — Lakhani goes to court 6
Department postpones transfer of patients to prescribing list

Christmas crackers for 1990 26
Gift ideas and special packs for the festive season

Pharmacy under threat, warns NPA 33
Astill debunks "more economical" surgery supply

Pharmacy update: handling TPN at home 34
Tom Brimelow explains procedure and practice

Proposals on OTC advertising 'regressive', AESGP told 38
Mutual recognition must work, warns Kelly

AAH Healthcare sales up 12pc in adverse year 41
Company claims it is still the UK's largest wholesaler

REGULARS

NPA Board report	6
Northern Ireland Notebook	7
Topical reflections	7
Counterpoints	8
Prescription specialities	20
Postbag	22
PSNI Council report	22
Business news	41
Coming events	42
Classified advertisements	43
About People	46

COMMENT

The Department of Health might have won the battle in the High Court last week against the Natural Medicines Group and the British Herbal Medicine Association, but there is still some way to go before it has won the war. The issue is over the cost of product licences, which rose sharply for smaller manufacturers with the setting up of the Medicines Control Agency in early 1989. Under the old system the cost of a licence was related to annual turnover. Under the current system there is a flat rate fee. Manufacturers of natural medicines, with a large number of comparatively low turnover lines, claim they are having to bear a disproportionate burden of cost. The NMG and BHMA also complain that, despite ministerial assurances, they were not consulted prior to the 70 per cent rise in licence fees announced last November. While the PAGB and the ABPI sit on the advisory group that determines the level of licence fees, natural medicine manufacturers do not.

The NMG at least is taking comfort from the fact that Mr Justice Pill was less than complimentary about the way consultation process has been conducted so far. According to the Group, the judge did not feel it necessary to quash

the Regulations introducing the new licensing fees as proper consultation with all parties has yet to be carried out. By promising further consideration and review of the licence fee structure, the Department would appear to have wriggled off the hook. The judge was assured that the NMG would be consulted as part of the review of the fee structure currently under way.

No doubt this will happen. Whether any notice is taken of the NMG's position (which voices very similar concerns to those made by the NPA on behalf of the few pharmacists that might still be interested in manufacturing their own nostrums) remains to be seen. A cynic might say the DoH has manoeuvred natural medicine manufacturers into a no-win situation. Their views will be considered, and due attention paid to their concerns. Form having been satisfied, the situation will return to pretty much as it is now.

Whatever the outcome it is to be hoped the situation is speedily resolved. The last thing the Medicines Control Agency needs now is further disruption of its revenue base. Unless the NMG and the BHMA have an ace up their sleeve, the chances of the MCA heeding their call for a graduated fee appears at this stage to be slim.

EC qualification to be compulsory for owners?

There is to be an EEC approved qualification for community pharmacists which would eventually be compulsory for anyone owning an independent pharmacy and superintendents of pharmacy companies.

This decision was taken by the EEC Pharmacy Group at a recent meeting in Luxembourg. Colette McCreedy, the National Pharmaceutical Association's EC liaison secretary, told *C&D*. The decision would now be referred to the EC Committee on Pharmacy, Education and Training and, if

approved, would then be considered by the European Commission. Meanwhile, a great deal of work had to be done deciding on the length and content of the course.

Although no specific decisions could be made until after the Commission's approval, it was hoped that the qualification would have a modular structure with core modules that both hospital and community pharmacists would undertake at postgraduate level before specialising in their own areas. Pharmacists already

owning pharmacies and existing superintendents would not need to take the new qualification but there would probably be a fixed date, yet to be decided, after which new owners or superintendents would be required to do so.

The specialist course would be recognised throughout Europe in the same way the MRPharmS is already. The Pharmacy Group has also ratified a revised "Pharmacists Charter" which will be used in lobbying tool to promote community pharmacies.

Pharmacists 'all but forgotten'

The National Pharmaceutical Association is disappointed that pharmacists appear to have been all but forgotten by the Department of Health in its paper: "Improving prescribing".

The NPA believes that, if the recommendations are adopted, they will do much to improve the quality of prescribing. "But we are intensely disappointed at the virtual absence of reference to

pharmacists and we hope that it is not too late to remedy this serious omission."

The NPA points out that pharmacists are ideally placed to assist with many aspects of the prescribing process yet there is no suggestion at all in the document that GPs might usefully benefit from their expertise.

Commenting on the section on generic prescribing, the NPA

challenges the unsupported statement that: "Prescribing via the generic name of a drug is good professional practice". The Association agrees that a generic medicine is generally cheaper, but says that many GPs are still not confident in the quality and bioequivalence of generics.

As for so-called "branded generics", the NPA wants pharmacists to be allowed to ignore this form of amendment to the generic name when it appears on prescriptions and supply whichever licensed generic product they have in stock.

A recent example was that of Ashbourne Pharmaceuticals, which the NPA understands "was substantially owned by dispensing doctors who allowed themselves large discounts from the 'list price' but were required to be reimbursed for the full price by the PPA. The NPA says it will provide information if necessary to the Department of Health.

Tight timetable for new look Health Service

Regulations laid before Parliament on Thursday as *C&D* went to press, provide for the new family health service authorities — successor bodies to the existing FPCs — to come into being on September 17.

The speed with which the Regulations have been introduced underlines the determination of Kenneth Clarke, the Health Secretary, to press ahead with the reforms of the NHS authorised by the NHS and Community Care Act which became law last Friday. Membership of the new district health authorities will also become effective from September 17, while members of the new regional health authorities will begin their duties on July 26.

Mr Clarke stressed that the new authorities would be smaller, and include the actual managers among their membership, thus providing a more effective decision making team.

To make the provisions of the Act more widely known the

Department of Health is to distribute a booklet called "The NHS reforms and you" to all households in England, starting in the week beginning July 16.

Mr Clarke has also issued invitations to hospitals and other units wishing to become NHS trusts to submit an official application. The trusts will have extra freedoms to help them improve the quality of care provided, and he claimed that their introduction would reduce bureaucracy and give local managers and staff more control over their own affairs.

When the applications are received, regional health authorities will be directed to arrange a three month local public consultation exercise in every case.

FHSAs will comprise a chairman, general manager, and nine non-executive members, who will include a GP, dentist, pharmacist and community nurse manager plus five lay members.

NMG hopeful on fee change

The Natural Medicines Group is hoping there is a chance of a more favourable licence fee structure following criticism in the High Court of the way the new fees were imposed.

The NMG and the British Herbal Medicines Association sought to overturn Regulations which base the fees on the number of product licences held rather than on annual turnover, and which increased the licence fees by 70 per cent from March 5 (*C&D* last week). Although the judge declined to grant a judicial review, he criticised the way the Medicines Control Agency increased the fees.

In his judgment, Mr Justice Pill dismissed many of the points made by counsel for the Medicines Control Agency, claims the NMG. He rejected the view that Treasury rules meant consultation about the fee structure was not possible in 1989. He criticised the MCA for not saying at the outset that the 1989 consultation was not about the fee system but only about fee levels and for not explaining why the Minister's assurance could not be kept when it sent out MLX178.

He was also disturbed at suggestions that the MCA had closed its mind to consultation about turnover fees; if so, it would have failed to comply with the Medicines Act 1968. And he added that it was evident the PAGB and the ABPI had "prior and fuller consultation" than the NMG or the BHMA.

The judge pointed out that the MCA had promised full consultation when the new system was fully reviewed and that this was still promised. He made clear he expected this to be a proper review at which the MCA would reconsider basing licence fees partly or wholly on turnover, according to the NMG.

Alternative medicine moves in the House

A cross-party group of MPs is urging the Government to ensure that the availability of complimentary medicines and therapies in the UK is not restricted by EC regulations.

Mr William Cash (Con), Mr Ronnie Fearn (Lib Dem) and Mr Alan Meale (Lab) have tabled a Parliamentary motion calling on the Government to heed a petition presented to Parliament from 150,000 supporters of

complimentary medicines and therapies.

The petition warns that the harmonisation of legislation within the EC in 1992 is likely to restrict the freedom of choice of UK citizens to receive treatment and prescriptions from complimentary therapists.

The petition claims that the treatments have proved "cost effective and beneficial to the health of the nation".

WHO critical of 'worthless' vitamins

The World Health Organisation is producing a report on vitamin and mineral supplements which will recommend development of national policies to counter irrational use, misinformation and wastage, said Mrs Inga Lunde of WHO, at the Association Européenne des Spécialités Pharmaceutiques Grand Public conference in Brussels last week (see p38).

The majority of vitamins and mineral products on sale are directed towards use in situations where they are not needed and many are either "worthless or illogically" formulated, said Mrs Lunde. WHO looked at consumption in Europe and the USA and found that despite diets being sufficient to supply requirements there was still widespread use of supplements, said Mrs Lunde.

Few countries had developed specific policies, she added. Regulations should cover quality, efficacy, safety and the provision of adequate and reliable information because "misunderstanding and misinformation" are common. In most situations a corrective approach should be the main priority, said Mrs Lunde.

A clear distinction should be made between those vitamins and minerals that are suitable for self-medication and those that are not. The use of single vitamins or trace elements providing amounts comparable to the recommended daily allowances was defensible since they could be used to treat specific deficiencies such as alcoholism or malabsorption syndromes or for corrective purposes.

To be logically formulated these products should contain a daily dose which is 50 to 150 per cent of the RDA, she said.

The report will recommend that labels and promotion should not be misleading and should make it clear that diet is better than taking supplements, said Mrs Lunde. "Natural" vitamin and mineral products such as fish oils should not claim unproven benefits.

As far as the legal and regulatory structure is concerned, the primary need is to ensure that there is a consistent regulatory system. The WHO report, which will be available at the end of the year, will recommend an associate body to work with regulatory authorities to ensure consistency, said Mrs Lunde.

Part-time pharmacies should be encouraged

Part-time pharmacies can serve a useful purpose and their proper development is to be encouraged, according to the Scottish Department of the Royal Pharmaceutical Society.

In some areas a part-time pharmacy, operating for less than 30 hours a week, may be preferable for the community rather than it being without pharmaceutical services.

The views are expressed in a paper drafted by the secretary, and supported by the Pharmaceutical General Council

(Scotland). It has been circulated to all chief administrative pharmaceutical officers and area pharmaceutical committees.

The paper believes part-time applications likely to come from existing premises unable to support a full-time pharmacist, or from a person wishing to establish a pharmacy in a developing area. However, approval of these premises may be conditional on an undertaking to convert to full-time if the workload justifies it.

The recommendations also state that no full-time pharmacy

should be endangered by the opening of a part-time one, and that proprietors likely to be affected should be consulted.

To provide part-time services, either the whole of the premises can be registered as a pharmacy, but open only for restricted hours, or only part of the premises can be registered. If the latter is the case, then the pharmacy may be closed when the rest of the business is open and so the pharmacy area must be rendered inaccessible from the remainder of the premises.



"Do you know I'd get more selling strawberries at Wimbledon than dispensing your prescription"

Government imposes 7.5pc increase on pharmacy contractors

The Government is to impose the 7.5 per cent pay increase on community pharmacists already rejected by the Pharmaceutical Services Negotiating Committee and referred to the Pharmacy Review Panel (PRP).

PSNC chairman David Sharpe says the Government is "taking advantage" of pharmacists. Mr Clarke, the Health Secretary, says he is "disappointed that after months of negotiations, during which we have made significant concessions, the PSNC was unable to agree what I regard as a fair and reasonable offer".

The settlement to be implemented is for a global target sum of £555.5m, giving an increase in remuneration of 7.5 per cent over the target for 1989-90. The increase in professional fees, the main element of remuneration, will be 7.5 per cent over 1989/90 levels. Following a discount inquiry last year, a new discount scale of 9.67

per cent will be implemented at the same time.

DoH officials are seeking PSNC's comments on the detailed fee and discount recovery scales to enable them to take effect from August 1. Both scales will be back-dated to 1 April, and interim payments, based on estimates of the back-pay due, will be made at the same time as the new rates are paid on October 30. Adjustments in payments due following detailed recalculation will be made in January 1991.

Although pharmacists are no longer on a cost-plus contract, Mr Sharpe says PSNC has evidence of their costs and they are increasing at a rate well above 7.5 per cent.

Mr Clarke says he will honour two further concessions made in negotiation, that there should be a mechanism for collecting any over or underpayment against the target for the year during the following year, triggered by

variations greater than £250,000; and the establishment of a joint working party on the role of pharmacists, to reflect the wider definition of pharmaceutical services made possible by the NHS and Community Care Act.

Mr Clarke also referred to PSNC's long-term aim to establish a review body. "Reference to the PRP would be a step towards this. That is something I cannot accept. In my view the terms of the reference by PSNC would represent a significant departure from the way in which the PRP has previously operated, and it would not be appropriate for them to accept the reference. Should they do so, my Department will co-operate fully and I will study any view reached by the Panel, but only as background to discussions on remuneration in future years."

David Sharpe is confident PSNC's evidence will carry the day for pharmacists.

Sawtry farce rolls on...

The rural dispensing farce in Sawtry, Cambs, continues unabated.

Cambridgeshire Family Practitioner Committee, faced with a second judicial review brought by doctors on the decision to allow a pharmacy to open in the village, has told the dispensing practice concerned that they need not transfer patients to their prescribing lists on July 10.

This would appear to contradict the ruling by the Secretary of State, after dismissing an appeal by the dispensing doctors on January 10, that the transfer would take place

on July 10.

The move is the result of a direct instruction from the Department of Health, assistant general manager, Dr Elizabeth Challis said this week. "The FPC has been instructed by the Department not to implement the Secretary of State's decision pending the outcome of the judicial review of the dismissal of the appeal of Dr Hackman and partners," she said.

The doctors are contesting the Secretary of State's interpretation of the regulations governing the proper provision of general and pharmaceutical

services in any locality. In its letter to the FPC the Department says it is taking the lead in defending the interpretation.

Mr Lakhani, the long suffering contractor who has been unable to practice as the regulations allow because of persistent legal harassment, has applied to the High Court for an order preventing the FPC's instruction being carried out. His case is to be heard on July 9.

In the meantime the GPs are understood to have written to patients informing them that there will no longer be any need to transfer them.

NPA to credit members with 'flexible friend'

The NPA is to launch an exclusive credit card. The card, available free of charge, will carry a preferential rate of interest and will operate within the Mastercard system. It will be printed with the name and logo of the NPA and be backed by the Bank of Scotland.

The Board felt that the card would be attractive to many NPA members and their managers, who would be concerned at the introduction of an annual fee by some of the other credit card companies. The card will be launched early in September.

Disclosure of confidential dispensing figures Some family practitioner committees have been circulating dispensing figures disclosed in confidence by pharmacists making or resisting applications for new dispensing contracts. The NPA recognises the need for the PPSC and Appeal Panel to have access to all relevant data, but is aware

that some pharmacists have been leapfrogged as a result of the dissemination of this data to other interested parties.

The Board has made representations and was glad to learn that the Department of Health has told FPCs that dispensing figures should be disclosed only with the express permission of the pharmacy contractor to whom they relate.

The Board would not object to the figures being made available to the PPSC or Appeal Panel in confidence, but the Department feels that the laws of natural justice require that any figures available to the PPSC should also be made available to all parties affected by the committee's deliberations.

Several Board members felt that justice could effectively be served by the PPSC asking the advice of the FPC general

manager, who alone would have access to the figures and who would be required to make a judgement, based on the data and his own experience, as to the likely effect on other contractors if a new contract were to be granted. The suggestion is to be put to the Department.

Practice leaflets available The Board decided to make model practice leaflets available for use by NPA members. The leaflets would be professionally designed and written and would be offered in the form of "core" content (dealing with the topics such as dispensing and the sale of medicines, which are common to all pharmacies) and supplemented by a range of options (such as oxygen supply and truss fitting), which could be selected as appropriate. The leaflets would be personalised.

Local advertisements The Board has asked its advertising agency, Cromer and Co, to produce a range of simple advertisements for NPA members to use in the local Press.

NHS contract hours A contract has been granted to a pharmacy in Hull, solely on the basis of the applicants undertaking to remain open for dispensing until 10pm each night. Specialist legal advice obtained by the NPA confirmed that the FPC had probably acted within its powers in accepting the recommendation of the Appeal Panel, but that the assurance given by the applicant should become part of his terms of service.

CDA claims down Members at the Chemists Defence Association annual meeting heard that, for the first time in many years, there had been a small reduction in the number of claims handled. However, the average value of claims made against pharmacists had shown a substantial increase, probably due to the growing complexity and potency of modern medicines.

Ipral recall

Squibb have issued a product recall for all batches of Ipral paediatric suspension. According to the company there have been reports of difficulty in achieving satisfactory re-suspension, leading to a possibility of patients receiving sub-optimal doses. Customers are asked to return all stocks to Squibb through their normal channels; full credit will be given.

Pharmacy less popular

University applications for places on pharmacy courses are down on last year according to latest figures from the Universities Central Council on Admissions.

By May 26 this year 9,932 applications for pharmacy courses had been received compared with 11,223 by May 26 last year. That compares with 44,555 applications for medicine (44,188 by May 26 1989). Total number of applications to May 26 was up to 215,683 from 192,060 by the same time last year.

BRIEFS

Sir Michael McNair Wilson (Con) is seeking to introduce a private member's Bill to provide statutory rights to compensation to sufferers of serious side effects from prescribed drugs. He will ask leave to introduce his Prescribed Drugs (Compensation) Bill on July 17.

Monitored dosage systems have no financial implications in terms of dispensing fees, Minister of Health Virginia Bottomley has told Conservative MP Michael Morris.

Appeal panel decision overturned in Rotherham (last week p1137). Events appear to have overtaken the story carried last week. The court case, although correctly reported, was a formality. It arose at a time when the Department of Health (following earlier legal challenges) was issuing new guidelines to FPCs on the interpretation of the contract regulations. In view of the changed circumstances the parties involved settled the situation out of court three months ago. Mr Joseph Watson, who brought the case, agreed with the FPC to allow Mrs Christine Jones, who had by this time commenced trading, to continue to do so provided an early appeal hearing took place. The appeal was heard four weeks ago and allowed the original application by Mrs Jones to stand.



NPA chairman Andrew Watson (centre) drew the lucky ticket for a £500 fax machine being given away at last Sunday's NPA conference (see p33). Philip Wiles, branch manager of Weldrick's in Hull, receives his prize from Christine Wells of the NPA's business services department

Training needs consideration

Recent discussions about the need to make more use of ancillary staff and a desire to get out of my dispensary and be more available to my customers have prompted me to train one of my staff as a "dispenser". It was a slow process initially. I had many doubts her ability and found myself watching her every move about.

One year on I am now totally satisfied that she can perform the task as accurately as I can. In addition, she has someone to check her work — I didn't.

Training cannot be taken for granted. It needs to be structured so that the trainee is not learning by default — a particularly dangerous method in dispensing! It needs planning and appraisal, and consequently requires time. The Pharmaceutical Society has

"One year on I am satisfied she can perform the task as accurately as I can"

made a conscious effort in the past to avoid involvement in training technicians. The thinking was that such staff might eventually threaten pharmacy.

Indeed, there were problems with technicians in the Republic of Ireland. The Irish Pharmaceutical Society has done away with the training of such people but those who hold a technician qualification can command a locum fee of £60 per day and can legally take charge of a pharmacy for a period of time.

Maybe the time is now ripe to review our opinion on training assistants and investigate the best way to standardise and control it. At present such training is usually given by a pharmacist during work. It can be supplemented by magazine articles, eg *C&D's* monthly supplement *Over the Counter*. The NPA's counter assistants course is a good all round introduction to advising customers on appropriate medicines for minor conditions. Alternatively, staff could be sent on the more involved BTEC course for pharmacy assistants.

We must ensure we have properly trained staff but equally we must guard against creating a category of employee that might convince government that it should be allowed to perform some of the tasks which, at present, only pharmacists can perform.

Written by a Northern Ireland community pharmacist.

TOPICAL REFLECTIONS

by Xrayser

Rural shifts

I apologise for any misunderstandings that may have arisen over my article "Rural gains" (*C&D*, June 16) and of course accept Mike Bradley's clarification. I was under the impression that the date for the establishment of the new family health service authorities was April 1, 1991 but if it is to be on September 17, then pharmacists wanting their applications dealt with by the present system must now, even more urgently, submit early applications to the authorities.



Herbal penalty?

The use of alternative herbal medicines has substantially increased over the last few years and many patients obtain positive relief from their use. With proper product licences they also provide a useful alternative for professional recommendation when modern synthesised medicines are inappropriate.

The recent High Court judgment, which accepts that Secretary for Health Kenneth Clarke has the right to dramatically increase licence application fees (*C&D* June 30), will not only affect the small herbal manufacturers, but if these products disappear from the market, then pharmacy will have lost a vital source of OTC medicinal remedies.

The licencing system has been devised to establish the efficacy of medicinal products and thus protect patients from misleading claims. It has also encouraged pharmacies to stock and recommend herbal medicines which previously they had viewed with scepticism and relegated to the shelves of the "health food shop". The system is working, and herbal remedies are reasserting their rightful place on my shelves. Mr Clarke must look again at this massive increase and adjust the proposed fee structure in order to nurture the small herbal manufacturers.

Social disease

Drug addiction is a social problem which pharmacists cannot ignore. I accept a few registered addicts from the local drug dependency unit, and usually their treatment comprises decreasing doses of methadone mixture. A few have dropped to the point where dependency has ceased, but most stay for a while at the same dose then drift back onto the street and their old main-line ways.

I also sell disposable syringes and counsel, when able, about the importance of "clean works". I exchange sharps containers without comment but I will not sell plastic measures, small medicine bottles, citric acid, vitamin C or sodium bicarbonate. And if asked "why not" always reply that to ensure a syringe is sterile is one thing, but to supply the tools to encourage addiction is quite another.

I help those who respond to help offered, but most live in a spiral of self destruction from which few escape. In my youth the irresponsible teenagers of the day became tomorrow's responsible citizens, but what of today's social outcasts. Will they, too, follow that route? I fear not but sadly have no answer.

PI blocker

Parallel imports are here to stay, or so I thought! This morning I received a list of price changes from Janssen which contained almost universal increases of 10 per cent. The major exception was Imodium, which has been *reduced* by 34 per cent to a price lower than I have been paying for PIs. I will now buy standard British packs, and trust that the discount scale will be adjusted accordingly!

Janssen have bowed to the economic reality of the common market. It is about time all other manufacturers did the same. This farce of parallel importing could then be laid to rest — and good riddance!

COUNTERPOINTS

Herbal range for Modern Health

Modern Health Products have launched a range of five licenced herbal products.

Cascade tablets (80 £2.15, 160 £3.49), containing uva ursi, clivers and burdock root, are for the elimination of excess water. Digest indigestion and flatulence tablets (80 £1.79, 160 £2.99) contain parsley, centaury and marshmallow root. Kleer tablets (80 £2.15, 160 £3.49) which contain echinacea, stinging nettles and burdock root are for skin disorders and eczema.

Liminate tablets can be used for occasional constipation and contain turkey rhubarb, senna leaf and irish moss. They retail at £1.79 for 80 and £2.99 for 160. Sinotar tablets (80 £2.15, 160 £3.49) which contain marshmallow root, echinacea and elderflower are being recommended for blocked up sinuses and catarrh. *Modern Health Products Ltd. Tel: 081-397 4361.*

Trust Radox!

Nicholas are offering a National Trust book for gardeners at £2.50 plus £0.50 postage and packaging, flashed on packs of Radox herbal bath salts. The catalogue price of the book is £3.95.

The offer forms part of the link between Radox and the National Trust in a £60,000 sponsorship agreement to help maintain Borrowdale, an area of the Lake District National Park. The offer runs until June 1991. *Nicholas Laboratories Ltd Toilettries Division. Tel: 0753 23971.*

Oral-B are running a "two for the price of one" offer on Plus toothbrushes this Summer. Consumers will be able to purchase a twin-pack for the recommended selling price of one brush (£1.35), while stocks last. *Oral-B Laboratories Ltd. Tel: 0296 432601.*

A votre Santé at bathtime, says Nicholas



A bath foam and shower gel said to offer the benefit of helping to keep the skin healthy has been launched by Nicholas Laboratories.

Santé's "dermoprotector"

formulation consisting of a mild antibacterial agent said to help protect the skin and reinforce its own natural protective layer. With Santé's mild and gentle formulation, low levels of detergent and colour, a light fragrance, and "special" moisturiser, it is a frequent-use product suitable for all the family, say Nicholas.

"It is a revolutionary brand with the potential to create a new market sector within the UK's £118m bath and shower additives market," says the company.

Santé foam bath comes in a 500ml pack, and the shower gel in a 200ml pack with hanging hook (both £1.59 rsp).

Support for the brand includes a £2m national television spend, a sampling campaign including covermounts on national women's magazines and trial size packs in-store. *Nicholas Laboratories Ltd Toilettries Division. Tel: 0753 23971.*

Don't mess with Milupa!

Milupa are introducing a new film wrap on their babymilks, Aptamil and Milumil, and are running a special offer on their granulated herbal baby drinks.

The "more tamper-evident" packaging offers consumers assurance of product safety, and retailers increased protection against damage, say Milupa.

The on-pack offer on granulated herbal drinks will appear as a fix-a-form on 400,000 economy size 200g tubs of fennel, camomile, herbal blend and hibiscus & rosehip. Leaflets will be distributed through pharmacies and by direct mail.

Mums will be encouraged towards multiple purchases with a three-tier redemption system using 200g tub lids as proofs of purchase, say Milupa. Six lids plus

£0.45 postage and packing will qualify mothers to receive a free, 100 per cent cotton, pastel green, personalised baby bath towel. With four lids plus £2.99 or two lids and £5.99, they can get a bath towel for baby.

The sell-in will be supported by a dealer loader to encourage early stocking. A window display competition will also run, with prizes to include barbecues and beach towels. Display material includes showcards and shelf talkers. The promotional spend in support of the drinks range will reach its highest ever level this year, say *Milupa Ltd. Tel: 081-573 9966.*

Remington have introduced an after depilation gel (£4.95), to help reduce the pain sometimes associated with hair removal.

The product will be marketed under the Lady Remington label and contains aloe with glycerin. *Remington Consumer Products Ltd. Tel: 081-942 9361.*

Ultrazyme for lens protein

Allergan have introduced a new protein remover tablet for soft contact lenses, known as Ultrazyme.

It has been licensed for use with Oxysept 1, the disinfection component of the Oxysept system, and is designed to be used once a week, say Allergan. One tablet should be dissolved in Oxysept 1, and the lens left to soak for a minimum of 15 minutes, up to overnight.

In this way, simultaneous disinfection and protein removal is achieved in one step, says the company. The lens should then be neutralised in the normal way, say Allergan. Packs of ten tablets cost £6.56. *Allergan Ltd. Tel: 0494 444722.*

Mum support

Bristol Myers are supporting their Mum range this year by doubling their investment in television advertising.

A concentrated national campaign will run in all areas from July through to September.

The company is offering extra support with a 30p-off coupon to be redeemed against Finale pump action hairspray. The coupon will be available on-pack. *Bristol Myers Co Ltd. Tel: 081 570 1888.*

In Harmony

Elida Gibbs are running two promotions for Harmony hairspray this Summer, one of which will be targeted specifically at the independent chemist.

The offer will be available through wholesalers and Elida Gibbs representatives and is for 12 cans (225ml) for the price of 11 with an extra 25ml free. The promotion will run throughout July and August.

A second promotion will run in all outlets and involves 25ml extra on 200ml cans and 50ml extra on 300ml cans. *Elida Gibbs Ltd. Tel: 071-486 1200.*

Great Agfa Film Offer!



AGFA 35mm COUNTER PACK

An attractive dispenser containing 30 mixed Agfa XRG 35mm colour print films - including 5 films free of charge.

Retail Value £92.70 (S.R.P.)
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AGFA 

Agfa Films available from:

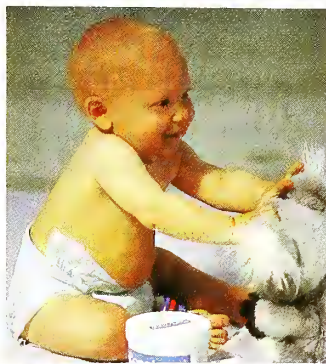
E.E. Swain Ltd, Eastland House,
Westgate, Hunstanton, Norfolk PE36 5EW. Phone: 0485 333393

Repack and new size for Conotrane

Conotrane cream has been relaunched with new packaging and a new 100g size.

Packs of the GSL pharmacy-only barrier cream are white with bright green and blue stripes, and are labelled "Antiseptic soothing cream - for nappy rash, pressure sores and irritated skin".

Available initially only in the 100g squeeze pack (£1.65), the 50g tube and 500g tub will be phased in within the next two months. *Windsor Pharmaceuticals Ltd. Tel: 0344 484448.*



Innoxa goes for tints

A tinted moisturiser has been added to the Innoxa range. It is said to moisturise as well as provide the skin with a light, natural coverage.

The moisturiser (30ml £6.50) contains vitamins A, E and D panthenol and comes in two shades: natural I and natural II. It is hypo-allergenic, dermatologically tested and fragrance free, so is suitable for sensitive skin, say *Glopec UK Ltd. Tel: 0323 641244.*

Hermesetas Light will be advertised on ITV and Channel 4 in the Anglia and TVS (Southern) regions for the next six weeks. The television campaign follows on the heels of a previous campaign in the Granada and Yorkshire areas that ended in May. *Jenks Group. Tel: 0494 33456.*



Sensiq add sensitive skin products range

Sensiq have introduced a range of skin care products for sensitive skin as an extension to their fragrance-free cosmetics range.

The products are said to be fragrance and lanolin-free and have not been tested on animals. Sensiq claim their range is, on average, less irritant than other leading sensitive skin brands.

The range is available for three different skin types, dry, normal/combination and oily together with a range for all skin types. For dry skin, coded pink, there is a purifying cleanser (150ml, £3.99) and a moisturising cream (75ml, £4.99). For normal/combination skin, coded peach, consumers can choose a clarifying lotion (150ml, £3.99) and a balanced moisture lotion (150ml, £4.99), while for oily skin there is a cleansing gel (150ml £3.99) and an oil free hydrating

lotion (150ml, £4.99), colour coded green.

For all skin types there is an eye make-up remover (150ml, £2.99), a soothing skin tonic (150ml, £3.99) and an overnight replenishing treatment (75ml, £5.99), all colour coded blue.

Sensiq are planning to advertise from October, with a 30-second television commercial in the London and Central areas, and advertisements in the women's Press which will include a trial sachet of balanced moisture lotion.

A pack of three trial sizes of products in each skin type (£1.50) will be available with vouchers for £1 off normal size, while customers spending over £10 on skin care will receive a Sensiq hand towel and matching face cloth. *Sensiq Cosmetics. Tel: 071-409 1413.*

Roc boost for Summer

Roc are offering consumers a free gift with purchase when they buy two or more products from the treatment make-up range.

Consumers will be offered either a mascara for longer lashes (noir £6.25) or a cream eye shadow (sable £6.25).

Any retailer who sells through the offer within a specified period will receive a satin cosmetic pouch containing treatment make-up.

The company is also promoting its revitalising night cream by offering consumers £3 off the selling price. *Roc Laboratories (UK) Ltd. Tel: 071-823 9223.*

More Kanebo

Kanebo have introduced two more products into their skincare range — 10 seconds beauty essence and total finish with UV protection.

The beauty essence (£26) can be used with or without make-up to give the skin a "healthy glow".

The total finish with UV protection is a combination of foundation and powder in one (£21.95). It comes in an ivory coloured casing with a washable sponge for application.

The product also features a SPF 13 sunscreen and is said to moisturise and protect the skin as well as provide a covering. *Kanebo Division of OBL Manufacturing Ltd. Tel: 0635 46362.*

Innoxa for combination skin

Innoxa have developed a skin care system for combination skins to be sold alongside their sensitive/normal, sensitive/dry and sensitive/oily regimes.

The combination skin range consists of a rinse away cleanser (125ml, £5.95), mild astringent (250ml, £5.95) and an oil free moisturiser (75ml, £6.50). The products are said to be free of animal derivatives and have not been tested on animals.

The new range has been formulated in response to customer demand, say the company, as 39 per cent of women in the UK claim to have combination skin. *Glopec UK Ltd. Tel: 0323 641244.*

Almay's silk for the skin

Nicholas Laboratories have added silk protein to two new skincare products in their Almay range.

Ultra rich moisture cream and ultra rich moisture lotion will be available next month and are said to help moisturise the skin and combat dryness and roughness.

The moisture cream (65ml £6.65) is described as a non-greasy emollient cream which helps to restore moisture to dry or stressed skin.

Meanwhile, the moisture lotion (125ml £6.95) is a light textured alternative. It contains a UVA/UVB screen and so is ideal for warm weather. Both products are hypoallergenic, fragrance free, lanolin free and non-comedogenic.

Nicholas Laboratories. Tel: 0753 23971.

Latest offers from Nurdin & Peacock valid from July 7 to July 27 include: Body Mist deodorant (12 x 175ml £7.99); Alberto Balsam shampoo (6 x 400ml £3.29); Ultrabrite toothpaste (12 x 55ml £3.79) and Right Guard deodorant (12 x 170ml £9.99). *Nurdin & Peacock. Tel: 081-946 9111.*

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*When it comes to making a natural choice,
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Meeting the ever increasing 'green demand' is becoming more and more important - and nowhere more so than with beauty products.

Which is why the Creighton's Naturally range is proving so popular with customers and retailers alike.

Based on pure, natural ingredients and produced without cruelty to animals, the complete Creighton's Naturally range offers products that are not only effective, but also kinder to the environment. Creighton's Naturally continues with its contribution to the World Conservation Fund.

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telling them about our extensive range of shampoos and conditioners with colour advertising in women's interest magazines.

And we're backing it up with a powerful radio campaign that tells them about other products in the range as well. We've also produced an eye-catching new merchandiser for serious trade enquiries.

There's no doubt that Creighton's Naturally are going to create real sales growth and profit for you.

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COUNTERPOINTS



New look and new lines for Shockwaves

Wella have added four new products to their Shockwaves hair styling range which is being relaunched with a "powerful" new pack design.

Today's hair fashions require lots of volume, say Wella, and to satisfy this trend they have introduced Shockwaves Hard Rock gel-spray and Hard Rock non-aerosol hairspray.

The gel-spray (150ml, £1.95) is said to combine the hold of a gel with the convenience of a spray and can be used on either damp or dry hair.

The hairspray (150ml, £1.95) is designed for maximum root lift and is particularly good for fixing longer, heavier hair, say Wella.

Shockwaves Hard Rock gel (125ml, £1.35; 200ml, £1.75) and soft moulding wax (50ml, £2.49) have also been launched to cater for all styling requirements. The formulation of Shockwaves super firm mousse and Hard Rock aerosol hair spray has been improved, says the company.

Wella are spending £1.35m to advertise the Shockwaves relaunch, actively targeting boys as well as girls. The campaign continues the black and white graffiti theme and will appear in 17 teenage magazines. New point-of-sale material including display stands, showcards and shelf reservers are also available. *Wella Great Britain. Tel: 0256 20202.*

ON TV NEXT WEEK

GTV Grampian
B Border
C Central
CTV Channel Islands
LWT London Weekend
C4 Channel 4

U Ulster
G Granada
A Anglia
TSW South West
TTV Thames Television
TV-am Breakfast
Television

SK Sky
STV Scotland (central)
Y Yorkshire
HTV Wales & West
TVS South
TT Tyne Tees

Bodyplan:	GTV, U, STV, BT, V, G, Y, HTV, TVS, TT
Dettol Liquid:	All areas inc sky except CTV, LWT, C4
Diocalm:	All areas
Gillette Sensor:	All areas
Impulse:	All areas + Sky
Just form Men:	All areas except CTV, TT & TV-am
Libra Bodyform:	All areas except CTV, LWT & TTV
Loving Care:	Y, C, A, HTV, TSW, TVS
MacLeans toothpaste:	All areas
Mum deodorant:	All areas
Philishave Tracer:	ITV, C4
Sensodyne toothpaste:	All areas except CTV & TV-am
Silvikrin:	All areas
Sure:	All areas + Sky

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"Aloha, this is the Hawaiian Tropic Hotline,
we're ready to take your order."



This summer, whether at home or abroad, people are going to be keener than ever on the Hawaiian Tropic range.

So we've come up with a way of making sure that you don't run out. Unfortunately, this won't mean you have to fly off to Hawaii to

place your order in person. Just call the Healthcare Hotline for the most generous discounts and we will deliver within twenty four hours. With Hawaiian Tropic it pays to stay in stock.

**JUST DIAL 100 AND ASK FOR FREEFONE
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HAWAIIAN TROPIC, TANNING RESEARCH, HONOLULU 96815

Press push for Lipcote

Half page full colour advertisements will be appearing for Lipcote in the women's Press for the rest of the year.

The new advertisements will appear in magazines like *Cosmopolitan*, *Elle*, *Marie-Claire* and *Just Seventeen*, representing a spend of over £250,000 say Larkhall Natural Health.

The advertisement, which features an array of bright lip shades and colours, carries the strapline "The transparent sealer for lipstick. Dries quickly, really works". Larkhall Natural Health. Tel: 081-874 1130.

Polaroid are launching a Summer advertising campaign for their High Definition conventional film range. The campaign includes three 20 second television commercials which will run throughout July and August in the central Scotland and Tyne Tees areas. They will be supported by point of sale material and promotional activity in regional newspapers and radio, say Polaroid (UK) Ltd. Tel: 0727 59191.



Liberty to condition nails

Liberty have launched overnight nail miracle treatment which they claim is the first transdermal conditioning nail patch.

Available in packs of 60 patches (£9.95), the treatment is designed to be used on three consecutive nights and then once a week for three weeks. Each patch fits over the nail, delivering moisturisers into the nail overnight, say Liberty Cosmetics Ltd. Tel: 0565 54714.

Ultimate improvements

The ultimate acrylic nail kit is the latest product in the Elegant Touch range from Original Additions.

The kit contains three nail styles — fashion, active and square cut active — and nails come pre-trimmed on a sizing tree. The company claims that the nails are "more natural looking", especially for consumers who

prefer natural nails.

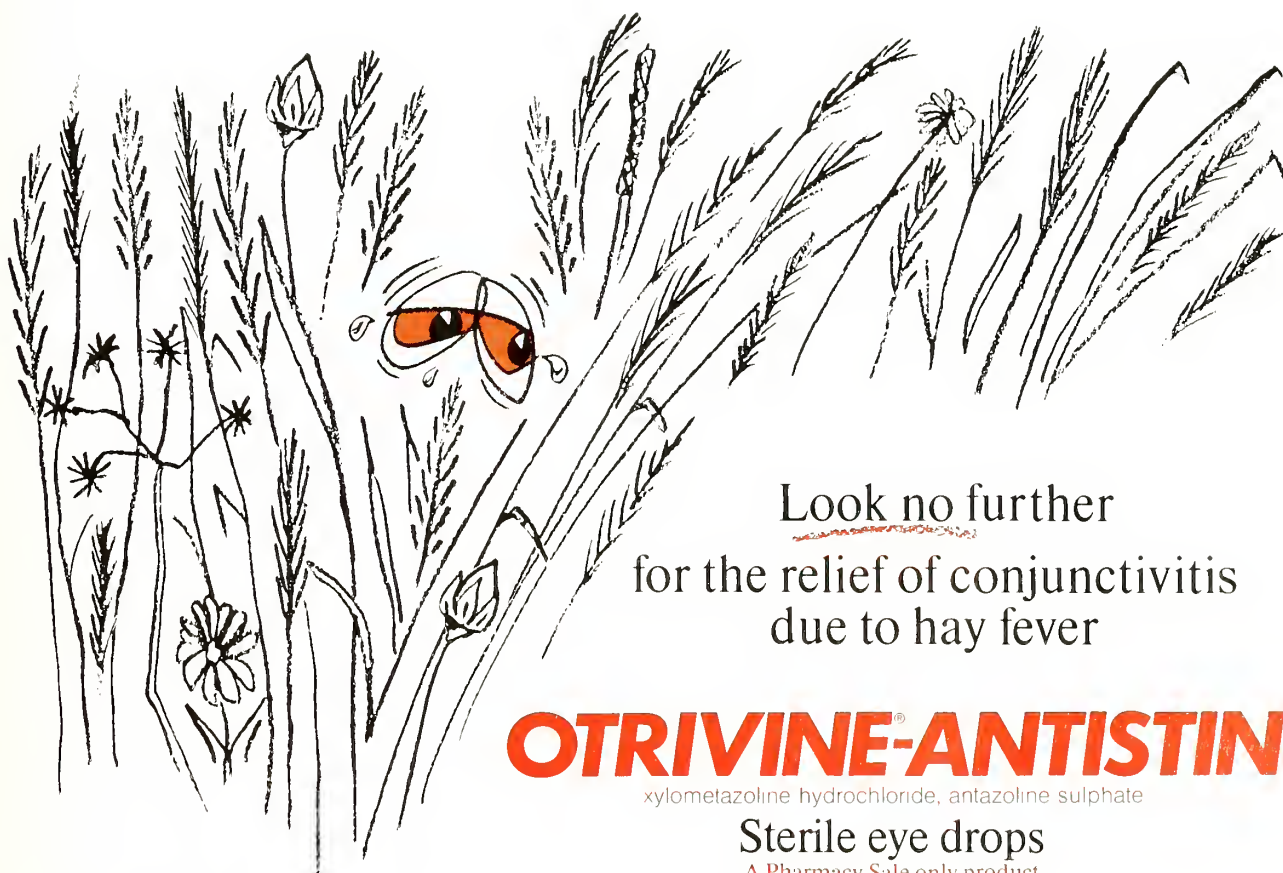
New formulations in the acrylic overlay also make the final effect easier and quicker to achieve.

Each kit (£4.95) contains 20 nail tips, a sterile wipe, a buffer, instant nail glue, water activated acrylic powder and liquid and a brush applicator. Original Additions (beauty products) Ltd. Tel: 081-573 9907.

Swains' offer

Summer offers from Swains include a free Ilford 20 or 36 exposure film with every nine purchased; a free passport picture camera with the Polaroid passport kit; and free Polaroid film with every 10 or 25 purchased.

Bottles of wine are offered with orders of Kodak amateur colour films. Swains Ltd. Tel: 04853 33393.



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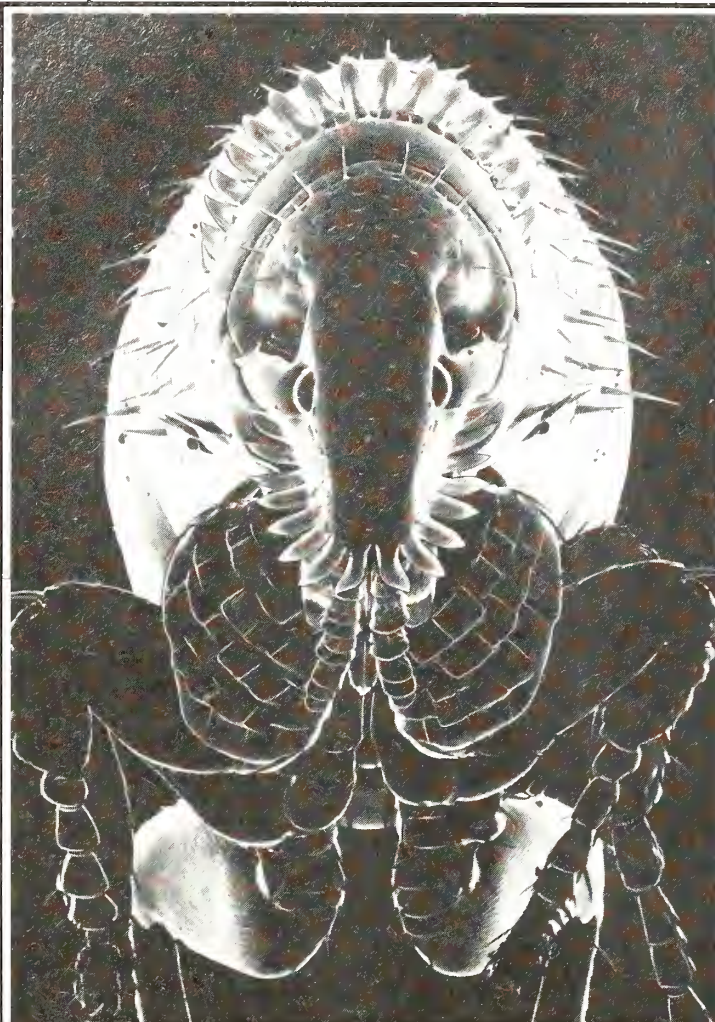
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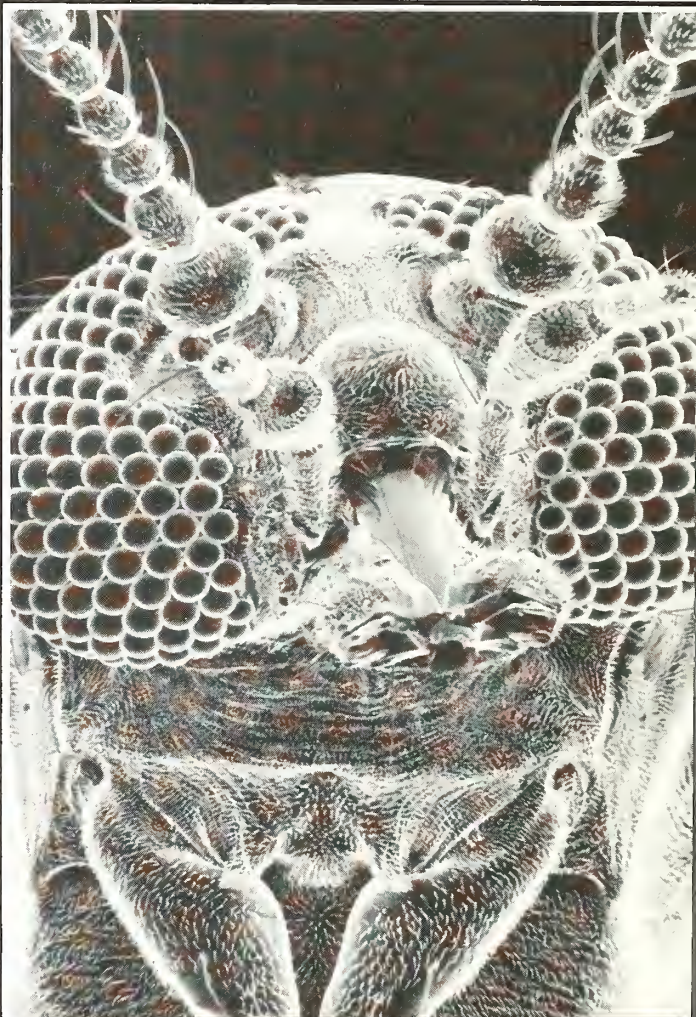
Zyma (UK) Limited, Alderley Edge, Cheshire SK9 7XP Detailed information will be sent on request

Insect repellents. T



**"I've tried them all
and Autan's the worst."**

Ctenocephalides Felis.



**"Autan?
Wouldn't touch the stuff!"**

Ceratopogonidae.

There's nothing biting insects like less than Autan. Which probably explains why it's the best selling repellent both in Europe and the UK. But what makes it work so well?

The secret's an enhancing agent called PEG 400. It's a substance no other insect repellent contains.

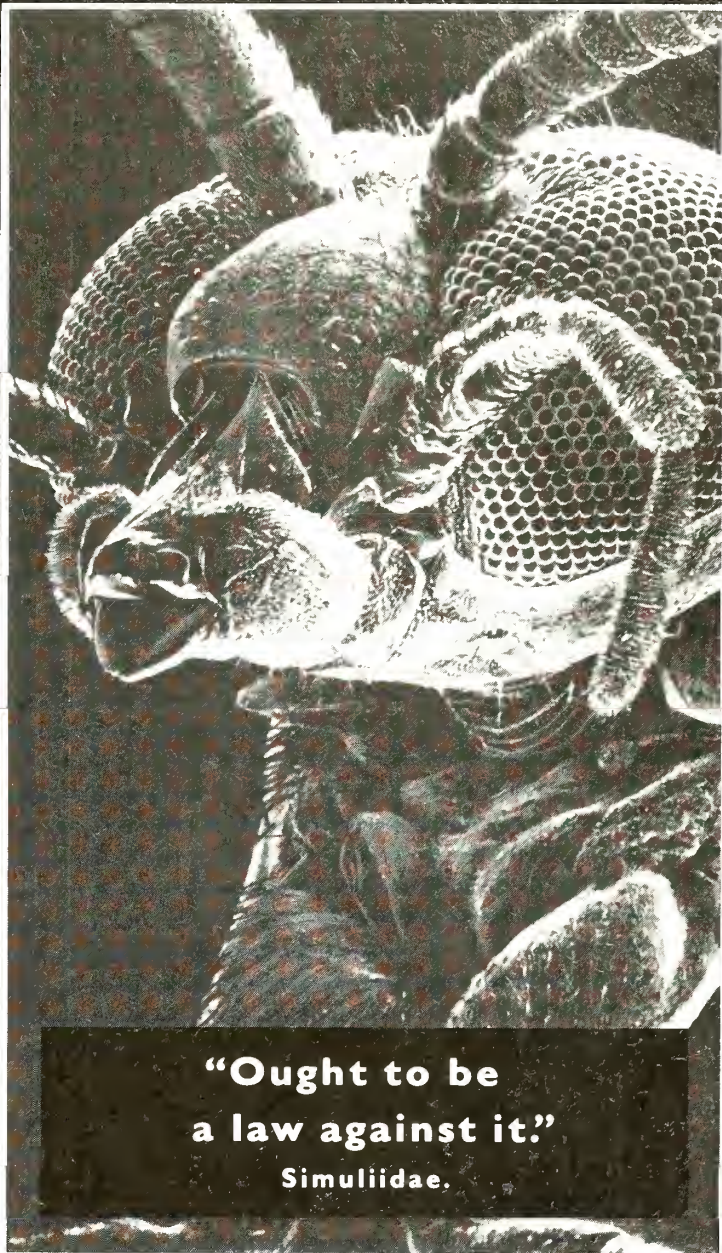
PEG 400 increases the efficiency of DEET, the ingredient recognized as the most effective at driving insects away. So a lower level of DEET provides total protection for up to eight hours.

the consumer speaks.



**"I hate Autan.
Hate it. Hate it. Hate it."**

Glossina Morsitans.



**"Ought to be
a law against it."**

Simuliidae.

But try telling any biting insect that Autan's not as strong as other brands. Tell your customers, however, and you'll get a much better reaction. Especially as you can safely recommend Autan as total protection for even the youngest skin.

Autan comes as a stick, gel, sachet, or ozone-friendly spray. So there's enough choice to keep everyone happy. Everyone except the consumers.

Nothing's more repellent to biting insects.



BRIEFS

Twin packs of Cannon Babysafe Designs, which are being launched this month, are available in established and also new boat, plane and car illustrations. There are two sizes — 4oz, retailing at £2.90, and 8oz (£3.30).

Cannon are offering a discount display deal to independent chemists: a POS unit containing the new twin packs and also the recently repackaged single packs are available from wholesalers at £25.62 (normally £28.46).

At the same time, there is an offer on Super Spoons; display packs with ten sets of five spoons, in bright new colours, are on offer at £5.18 (normally £5.75). *Cannon Babysafe Ltd. Tel: 0787 280191.*

Sangers' latest promotion on Fuji film offers retailers gift packs of fresh Scottish salmon and champagne for orders of 60, 100 or 150 rolls of film. Orders of any combination of film — Super HG, Super HR, Super HR11, HR Disc, RD100, RH400, RF50, Quicksnap or Quicksnap flash qualify for the promotion.

Dealers ordering 60 rolls of Fuji film will receive a 4oz pack of salmon while orders for 100 rolls qualify for an 8oz pack. With an order for 150 rolls the retailer receives a bottle of champagne as well. *Sangers photographic. Tel: 021-5234471.*

Metallic shades feature highly in the Beauty Without Cruelty range of Autumn colours.

The company has produced shades of gold, bronze, copper and burgundy for the face with topaze and moonstone for the eyes.

Brown mascara is recommended for lashes with coppertop and poppy shock for the lips. *Beauty Without Cruelty Ltd. Tel: 0732 365291.*

Claireol's Loving Care semi-permanent "cover grey" will be supported by a second burst of advertising for 1990 starting this month and running to the end of the year. The campaign will run in the Central, Yorkshire, TVS, Anglia, HTV and TSW regions.

Bristol-Myers claim considerable success for the first half year TV advertising campaign which they say has helped push Loving Care to a 52 per cent sterling share of the semi-permanent colorant market.

The company is also running an on-pack offer for 1990. Customers who return two pack tops will get £1, three pack tops gets £2, four £3 and six £5. Promotional packs will be available until the Autumn. *Bristol-Myers Co Ltd. Tel: 081-570 1888.*



Addition to new look Daen

Richards & Appleby have added a body hair lightening cream to their Daen depilatory range.

The product is ideal for any colouring, says the company, it comprises two tubes, the contents of which are mixed to form a cream that can be smoothed on and left for a few minutes before washing off. Daen hair lightening cream (£3.75) is

being supported with promotional activities and free-standing counter leaflets.

The range has been given a new look, designed to give it "a soft, feminine look." There is also a counter display carton with header and free standing board with leaflet dispenser, say *Richards & Appleby Ltd. Tel: 0695 20111.*

Dior shades for Autumn

Christian Dior's Haute Couture collection will be on counter from September 1 in blue and gold packaging.

Look is a colour palette of soft greys and browns with a green bronze shade for everyday use, while Final is a more theatrical palette of muted brown and beige offset by purple and peacock green (£22). There are duo eyeshadows (£13) and five shades for lips and nails (£13).

Eyeliner pencils in eight shades with their own sharpeners have a crayon at one end and an applicator at the other (£6.25).

Teint poudre (£19.50), is available in six shades.

Gel démaquillant is a non-greasy fluid gel that removes non-waterproof mascaras. It has the same pH balance as tears (£8.85). *Parfums Christian Dior (UK) Ltd. Tel: 0273 515021.*

De Witt have been appointed sole UK distributor for Natusan baby ointment. Natusan, produced by Benzon Brands A/S Denmark, is the market leader for baby toiletries in Scandinavia, say *De Witt International Ltd. Tel: 081-441 9310.*

Arden's earthy shades

Elizabeth Arden's keyword for the Autumn season is "natural" and the company is adopting the "tones, textures and qualities of the earth's natural resources" with Cashmeres.

Eyes adopt a neutral theme in three earthy colour combinations — almond/slate duo (£11.50) and "the classics" and "the collectibles" quads (£12.50). Also for eyes a new eyeliner felt-like tip pen, in woodsmoke, ink black or blue dusk (£8.50).

Lashes are emphasised with two versions of Elizabeth Arden's two brush mascara. Twice as thick, or twice as long, in a keratin and pro-vitamin B5 formula, both in exactly black brown and new navy (£10.95). For cheeks, blushers in rich berries or rich corals trios or new creme to

powder blush in mauve or cocoa (all £11.50).

Lips go vibrant in a range of new shades and formations; red orange, sable, vermilion and plum wine feature in a new range of lipsticks (£8.95), designed to moisturise and colour. *Elizabeth Arden Ltd. Tel: 071-224 1213.*

Geval capsules have been reformulated as tablets, for improved stability, say Lederle.

They now contain vitamin A 1.2mg, B1 1.2mg, B2 1.6mg, B6 2mg, B12 5mcg, C 50mg, E 30mg, niacinamide 16mg, calcium 160mg, phosphorus 125mg, iron 15mg, magnesium 80mg, iodine 0.12mg, and folic acid 0.33mg. The pack size and price remains unchanged. *Lederle Laboratories. Tel: 0329 224000.*

Lip Support

Rouge extraordinaire, a protective lipstick, has been introduced into the Orlane range.

The lipstick (£9.50) is said to colour as well as heal the lips and offers protection against UV rays.

It contains natural waxes, and musk rose oil to help nourish dry lips, and is available in eight shades.

Rouge extraordinaire comes packaged in a triangular tube with a fluted chrome mechanism.

The company has also introduced colours for Autumn, including the radiant complexion pressed powder for the face and shades of violet and turquoise or crimson and muted brown for the eyes.

Cheeks are in shades of red-brown or mauve red, with shades for lips including rouge, fushia corail and brun. *Jean Patou Ltd. Tel: 071-328 1036.*

UK to get Phytoligo

A range of natural plant extracts called Phytoligo is being launched by Pennine Marketing at the Health '90 Show (stand 80) at Olympia next month. The Swiss range is already available in parts of Europe.

It consists of 19 different plant extracts which can be used alone or in combination to treat many health disorders, says the company. Plants include ginseng, juniper, devil's claw and artichoke, and each product is said to contain catalytic oligo/trace elements in ionised form.

Pennine Marketing will be supporting the brand with advertising, PR and point-of-sale. This includes a colour leaflet summarising the benefits of the 19 preparations in the range. A poster or showcard for window display and two books, which explain the concept behind the use of trace elements, are available free with each initial order.

Each product (£7.97) will cost £4.64 trade, with discounts for a counter display case which contains 18 assorted units, or for orders over 54 units. *Pennine Marketing. Tel: 0663 46581.*

Silvikrin will benefit from a number of promotional activities this Summer. A leaflet drop is planned to reach two million homes and Twiggy will feature in a re-run television advertising campaign, scheduled for national transmission from the beginning of July until August. *Smithkline Beecham Personal Care UK. Tel: 081-560 5151.*

ROBINSON SOFTER BREAST PADS FOR A MORE COMFORTABLE PROFIT

NURSING BREAST PADS

SOFT, ABSORBENT AND

A BETTER SQUARE DEAL

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A BETTER BREAST PAD ALL ROUND

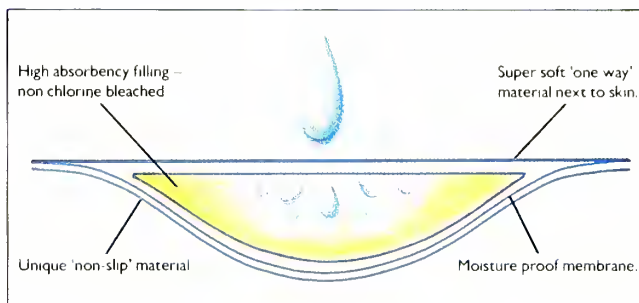


For years, Robinson Healthcare, have been the established and trusted brand leader in the field of breast pads.

Now Robinson have taken a comfortable lead with the launch of an all new **shaped**

Breast Pad and a radically re-designed nursing pad.

Robinson believe these new breast pads will ensure they dominate this market, as they are everything a new or expectant mother could ever want – extremely soft, comfortable and super absorbent.



Using new materials exclusive to Robinson, these breast pads will give the mother complete confidence. They are designed to be discreet and will not move about under clothing.

So if you want to profit from products which you know you can safely recommend, it's got to be Robinson, where care comes first.

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HEALTHCARE

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UNITED KINGDOM

Efalith ointment

Scotia Pharmaceuticals are launching Efalith ointment. Distributors Farillon Ltd, Ashton Road, Romford, Essex RM3 8UE

Description White to off-white water-in-oil emulsion containing lithium succinate 8 per cent and zinc, sulphate 0.05 per cent. Excipients wool alcohols and hard, soft and liquid paraffins

Uses Topical treatment and symptomatic relief of seborrhoeic dermatitis

Dosage Apply thinly and evenly to affected areas and rub in gently, twice daily in the morning and evening. Continue until improvement occurs, usually within four weeks (see Data Sheet)

Side effects Occasionally mild and transient irritation to skin and eyelids at site of application occasionally reported

Contra-indications, warnings, etc Do not use in children under 12 years, and in people with known sensitivity to wool alcohols or paraffins. Apply with caution to or near eyelids and mucous membranes. Psoriasis may be exacerbated by oral lithium therapy, so use with caution in such patients. Avoid use in first

trimester of pregnancy; studies show that oral lithium is teratogenic, but Efalith is not systemically absorbed or accumulated. Do not apply to breasts of breast feeding mothers

Supply restrictions POM
Packs 20g tubes (£12.50)
Product licence 4382/0009
Issued July 1990

Isovist

A dimeric non-ionic contrast medium has been introduced by Schering Health Care.

Isovist, which contains iotrolan, has a low osmolality and is less neurotoxic than monomeric media. It can be used intrathecally, for instance in the evaluation of cerebrospinal fluid circulation and in other body cavities.

Bottles of Isovist contain colourless sterile aqueous solution of various strengths of iotrolan. Isovist 240 (10 by 10ml £222.20; 10 by 20ml £388.90) and Isovist 300 (10ml £242 all prices trade). Isovist 240 contains 240mg iodine per ml and Isovist 300 contains 300mg iodine per ml.

Both products are POMs and the licence numbers are: Isovist 240:0053/0201 and Isovist 300: 0053/0202. *Schering Health Care Ltd. Tel: 0444 232323.*

May & Baker changes

May & Baker say that the dosage of Vallergran now recommended for pre-anaesthetic medication in children aged 2-7 years is 2mg of syrup per kg bodyweight.

The company has also revised the Data Sheet for Nivaquine preparations. In prophylaxis of malaria, it is recommended that treatment be continued for four weeks on return.

Recommendations are included for parenteral treatment of chloroquine-sensitive malaria. Nivaquine should be used with care in patients with a history of epilepsy, and the recommendations for the treatment of overdosage have been revised. *May & Baker Pharmaceuticals Ltd. Tel: 081-592 3060.*

BRIEFS

Cusi have taken over the marketing and distribution of Percutol ointment from Rorer Pharmaceuticals. *Cusi (UK) Ltd. Tel: 0428 61078.*

Janssen have reduced the price of Imodium capsules 30s from £3.36 to £2.21, and 250s from £27.42 to £18.05. *Janssen Pharmaceutical Ltd. Tel: 0235 772966.*

Abbott have introduced a new presentation of Ensure Plus. It is a 500ml bottle, prescribable under ACBS (12 £32.88 trade). *Abbott Laboratories Ltd. Tel: 0628 773355.*

Farmitalia have introduced two new strengths of temazepam Gelthix capsules. They are 15mg (60 £1.86) and 30mg (60 £3.72, both prices trade). Temazepam elixir now comes in shatter-proof plastic bottles. The price is unchanged.

Farmitalia Carlo Erba Ltd. Tel: 0727 40041.

Lipantil, Fournier Pharmaceutical's hyperlipidaemia treatment which was marketed by Bristol-Myers, is now being distributed by *Norgine Ltd. Tel: 0865 750717.*

May & Baker have introduced an OPD presentation of Largactil 100mg tablets (56 £2.15 trade). The 50 and 500 sizes have been discontinued. *May & Baker Pharmaceuticals. Tel: 081-592 3060.*

Berk have added the following products to their range: cephalixin tablets 250mg (100 £15.75), 500mg (100 £30.45); bromocriptine tablets 2.5mg (100 £23.22); and procyclidine tablets 5mg (500 £31.30, all prices trade). *Berk Pharmaceuticals. Tel: 0323 641144.*

Internationale Frankfurter Messe

Herbst

From 25 - 29. 8. 1990, delicate scents, pretty hair jewellery, revealing bikinis, colourful combs, offbeat glasses and manicure sets will be pleasing the senses at the "Perfumery, Cosmetics, Drug Store and Hair Salon Accessories" Trade Fair - part of the Frankfurt International Autumn Fair.

Frankfurt, 25 - 29. 8. 1990



Fair and travel information, admission tickets.
Collins & Endres
Messe Frankfurt
Representatives
in the United Kingdom (U.K.)
18 Golden Square
London W1R 3AG
Tel: 01-734 0543
Telefax: 01-734 40 24

 Messe Frankfurt

FROM THE HEART OF THE HEBRIDES A NEW CONCEPT IN NATURAL SKIN CARE 'THE CALLANISH COLLECTION'

Carefully formulated lotions and creams from natural sources based on Evening Primrose Oil and Vitamin E. Essential nutrients help retain the skin's natural moisture and prevent premature ageing.

The Callanish Collection, delicately perfumed with the scent of Hebridean Orchid, nourishes and revitalises your skin to maintain moisture, balance and elasticity — vital factors in regulating skin tone.

The Callanish Collection formulated on the Isle of Lewis, a low pollution, natural environment.

No animal has suffered in testing or preparation of our products.



Callanish Ltd Broadacre Isle of Lewis Scotland PA86 9ED Tel: 085 172 366 Fax: 085 172 368

NEW WYETH Gel filled TEMAZEPAM CAPSULES



THE SAME BUT DIFFERENT

Gel-filled to reduce the risk of
intravenous drug abuse

Bio-equivalent to the liquid-
filled temazepam capsules
which they replace

In 10mg and 20mg strengths
gel-filled capsules are
marked 'W10' and 'W20' to
distinguish them from liquid-
filled capsules. Packs are
clearly labelled 'gel-filled
capsules'

DISPENSE WYETH TEMAZEPAM

Now available as abuse resistant tablets or
gel-filled capsules

TEMAZEPAM GEL-FILLED CAPSULES

Prescribing Information

Presentation: Temazepam 10mg and 20mg in gel-filled opaque, yellow soft-gelatin capsules. **Indications:** Short term treatment of insomnia (up to four weeks). **Dosage:** Adults: 10-30mg, half an hour before retiring. In all cases the lowest effective dose should be used and treatment should be intermittent if possible. The dose may be increased to 40 or 60mg, in patients who do not respond to the lower dose because of severe or persistent insomnia. Treatment should be withdrawn gradually. Elderly, Elderly patients or those suffering from cerebral vascular changes such as arteriosclerosis are likely to respond to smaller doses, possibly half the normal adult dose. Children: Not recommended. **Contra-indications:** Sensitivity to benzodiazepines, acute pulmonary insufficiency. Not to be used during pregnancy and lactation unless clinically justifiable. **Precautions:** Concomitant administration with alcohol or CNS depressants may accentuate effects. Prolonged or excessive use may lead to dependence and withdrawal symptoms on cessation of therapy. Patients should be cautioned against driving or operating machinery until it is established that they do not become drowsy or dizzy. Rarely amnesia, paradoxical aggressive reactions, depression and suicidal tendencies have been reported. Psychological adjustment to loss or bereavement may be inhibited. **Side-effects:** Drowsiness or dizziness on waking is rare. Morning headaches, transient rashes and gastro-intestinal disturbances have occasionally been reported. **Legal Category:** POM, CD (SCH 4). **Packs and basic NHS cost:** 10mg x 500 - £12.06, 20mg x 250 - £10.52. **Product License Numbers:** 10mg PL0011/0106, 20mg PL0011/0107. Further information is available on request: Wyeth Laboratories, Taplow, Maidenhead, Berks SL6 0PH.

WYETH
GENERICS

*trademark

Preserving Kerfoot

The comments of Xrayser last week about Thomas Kerfoot under the 'Never the same...' heading calls for a response in two respects.

Firstly, to thank Xrayser for his comments regarding Kerfoot's quality and service over so many years, quality which has never been compromised even though the profitability of the generic sector has been eroded to a totally unacceptable level.

Secondly, to assure all Kerfoot customers that the company's acquisition by Medeva plc will strengthen our position in the market, and will ensure our unique relationship with customers and the continuity of Thomas Kerfoot for the impending third century of our existence.

Personal relationships have fortunately not gone forever! They can be and will be maintained as they have in the past. Xrayser should, therefore, rejoice in the preservation of Thomas Kerfoot & Co Ltd as a continuing force in the pharmaceutical trade of the UK.

L.H. Kerfoot

Chairman, Thomas Kerfoot & Co Ltd

'Age-ism'

The suggestion by Xrayser (*C&D*, June 23) reinforces my view that age discrimination should be outlawed along with the bans on race and sex discrimination. Some of us are efficient at well beyond 70! Others decline even before middle-age.

And do we want more and more regulation of our activities? A professional person will surely know when he or she should gracefully retire, and our inspectors could drop a tactful hint where needed. Is there any evidence that the public are any more at risk from the elderly than from the young? Analysis of cases where there has been failure to dispense correctly could be revealing.

Many of the public prefer advice from older professionals: we need more respect for age and wisdom in this country. There are also practical commercial reasons for disagreeing with compulsory retirement at 70. What is the position of the elderly proprietor when someone interested in acquiring the pharmacy knows that the owner *must* pull-out in the next few years? Think also of the

LETTERS

complications of making pension and other arrangements for those who were at an advanced state of years when compulsory retirement were mooted.

Xrayser claims that a 'competence-to-practice assessment' would be both divisive and humiliating. *Why?* In any case such assessment is unnecessary: there is an obligation for a pharmacist to have the competence his or her

qualification implies. Any attempt at age-enforced retirement must be resisted. With population trends we shall become more and more dependent upon the older people. They should be encouraged to prolong their useful active careers. Pharmacists should be judged on their merits, not on their age!

Eric Jensen
Brighton



The team from Abbott Laboratories, International Development Centre was one of 193 who took part in the MaST Relay Marathon at Thruxton racing circuit raising money for the Royal Marsden Hospital's cancer fund. Each team member ran a circuit of 2.4 miles, the team finishing 55th in just under 3 hours 10 mins. The team are (from left) Walter Cook, Liam Feely, Jayne Davis, Ian Tedder, Nadeem Sheikh, Cathy Fulwell, Alex Meldrum, Selina Bridges, Andy Johnson and Dave Bell

PSNI COUNCIL

Mr Harvey Galbraith reported to the June meeting of the Northern Ireland Pharmaceutical Society's Council that he had visited Derek Lawson, secretary and registrar of the Society. He was making good progress after his illness. The president said he hoped Derek would soon be returned to full health.

Changes are to be made to the various bank accounts held by the Society. The accounts will be lodged with the Ulster Bank, which is willing to treat them as one for maximising the amount of interest that could be earned. The accounts will still stay separate for administrative purposes. It was estimated that the Society could obtain 14.5 per cent interest, considerably more than at present.

Professor Alain Li Wan Po (director, School of Pharmacy, QUB) has been nominated by the University as their representative on the Council of the Society.

The following applications to be registered as students of the Society have been granted:— Catherine Bonner, Gillyholme, Springfield, Enniskillen, co Fermanagh. Maurice Currie, 136 Brackville Road, Coalisland, co Tyrone. Briegen Girvin, 12 Mullagh-marget Road, Dungannon, co Tyrone. Eleanor Marshall, 101 Doogary Road, Omagh, co Tyrone.

Karen McGowan, 3 Marcella Park, Newtownards, co Down. Terence McIvor, 3 Dunvale Park, Duncreggan Road, Londonderry. Alan McTurk, 31 Crabtree Hill, Bessbrook, Newry, co Down. Sandra Ritchey, 51 Woodgrange Road, Downpatrick, co Down. Mark Timoney, c/o M Timoney Ltd, 102-104 Moss Road, Lambeg, Lisburn.

The applications of the following were granted to be registered as pharmacists under the reciprocal agreement with the Great Britain Society:— Karen McKee, 3 Rockview Terrace, Magherafelt, Money more, co Londonderry BT45 7UP.

William McKeown, 61 North Road, Blackweir, Cardiff CF1 3DX.

The application of Mr James Boyle, 15 Killunley Park, Armagh BT61 9HG, for restoration of his name to the Register of Pharmaceutical Chemists for Northern Ireland was granted. The application of Mr Peter Wright, of Fourwinds Pharmacy, 71 Newton Park, Belfast BT8 4LN, for registration of his premises for the purposes of pre-registration training was granted.

Dr T.A. Maguire gave a report on a meeting he had attended of the PQET and it was decided that Council should be kept closely informed of how the new PQET would be developed.



VAX Innovation Ends Misery for Millions of Allergy Sufferers

As you would expect from the company that makes Britain's best selling vacuum cleaner, VAX are firmly at the forefront of innovation and technological advancement.

Research has shown that 1 in 5 people in the UK suffer from some form of allergic reaction, caused by the presence of household dust mite allergen, found in carpets, curtains, soft furnishings, bedding and even teddy bears.

Allerite from VAX is a breakthrough in effective control of harmful allergen.

When used regularly in the VAX 3-in-1 cleaner, Allerite – an environmentally safe

cleaning liquid – will drastically reduce and control harmful allergen levels by up to 95%. Allerite is also an efficient carpet and upholstery cleaner in its own right, perfect for use all around the home.

This previously untapped market of over 11 million people are potential customers of Allerite and VAX, and our lively advertising and promotional campaign is designed to reach a maximum audience.

Find out more about Allerite, ask for point-of-sale material and consumer leaflets.

ALLERITE and VAX – further proof of our commitment to innovation.



Cachet...polished elegance for Christmas

Nothing can compare with the timeless elegance of pearls. For daytime dressing, or to add a sophisticated touch to an evening gown, pearls reflect the lustre of a woman's skin, and her individuality.

This Christmas, Prince Matchabelli's

ever-popular Cachet fragrance collection features a special gift of pearls in a stunning selection of coffrets.

Nothing could be more tempting for the Cachet woman than the stylish L'Ecrin à Perles, a beautiful, textured, satin jewellery

roll which comes complete with a single strand of milky white pearls and a 30ml EDT spray. With the party season fast approaching, pearls are the perfect excuse for dressing up, having fun and indulging yourself... just like the Cachet fragrance itself.



Pearls without price

"The value here is exceptional" says Carolyn Ryan, brand manager. "The complete set will retail at £12.50, and we have found that the price expectation is closer to £20. Reaction to our L'Ecrin à Perles is, therefore, a mix of delight and surprise — the perfect ingredients in this market."

Also on the jewellery theme and using pearls is the Cachet Pochette de Parfum, a pretty lilac satin bag containing a 15ml eau de toilette spray, together with a pair of 8mm pearl studs. This combination is unbeatable for daytime or evening, to slip into a handbag or to place on a dressing table for effect, and costs just £5.95.

Cachet sprays — big business all year round — are cleverly wrapped and presented in the brightest of jewel colours, to appeal to customers looking for something that little bit different, and for stocking fillers. The 9ml spray is presented in a colour-themed cracker at £2.95; and the 15ml and 30ml sprays come in glossy miniature carrier bags, complete with gift cards at £4.75 and £7.50 respectively. In addition, Cachet has produced a beautifully boxed duo of a 15ml EDT spray, a 30ml EDT spray and 100g talc at £10.65, and a fine quality fragranced swirl soap retailing at £7.50, a soap duo retailing at £4.95, and a dusting powder at £4.95.

Classical looks

"The Cachet woman is very special, and has classical tastes, so we had to look for some very special presents for her this year," says Carolyn Ryan. "Pearls have never been made more popular, and they match her image. She has a radiance, and inner confidence, and can make everything that she touches her own..."

Luxurious Christmas gifts, such as the Cachet collection, mean that the traditional line between middle and fine fragrance is more blurred than ever before, she says. "Cachet has enjoyed one of its most exciting and successful years ever, due to our concentration on specialist, themed promotions which give added value to the products and provide high impact at point of sale."

"Cachet, offers a fine fragrance mix at mid-market prices, with its unique combination of a lively green top note of iris and galbanum, a floral middle note of muguet, orange flower and mimosa, and a warm, sensuous base of musk, oak moss and patchouli."

The "Cachet pearls" will feature in a high profile women's Press campaign from September through to December, the key selling period, and there will be shelf talkers for extra impact at point of sale.

Order now, and make sure that you have enough stocks. The Cachet woman doesn't like to be disappointed.

Cachet — French for a special elegance

Trade contact: Rimmel International, 17 Cavendish Square, London W1. Tel: 071 637 1621.



Christmas crackers

With mid-summer's day just past, it is already time to think about Christmas. As manufacturers come up with more gift choices than ever before it is crucial to select wisely. C&D's picture guide gives a taste of what's on offer this year.

Despite the ever-rising interest rates and constant warnings to "tighten our belts", the British public always goes mad at Christmas. Profits in every sector soar as the buying bug hits the nation in the Christmas count-down.

Commenting on the gifts market in general, Nick Kohn, managing director of Shulton (GB) says: "The gifts market is a growing sector and tends to reach its peak over Christmas. It is a healthy sector and I would expect it to increase steadily over the next decade. Christmas is now a major issue with consumers and it seems to get bigger and more extravagant every year".

The Christmas period should be the highlight in any independent's year and making the right choices now will ensure excellent returns from October onwards. "It is important to choose wisely, pharmacists should know their customers and select specifically for them", says Mr Kohn.

Bronnley believe that retailers should stock a range of gift sets for Christmas, catering for both the impulse buy and the considered purchase — the stocking filler and the special gift.

Christmas stock selections should be made with a thorough knowledge of the way products have sold throughout the rest of the year. "It is always best to select gift sets from the most popular selling lines. It is wise to keep a check on the way products sell but at the same time, retailers should never be afraid to try something different" says Mr Kohn. He believes that the independent pharmacy has distinct advantages over the large department stores when it comes to selling Christmas gifts. "The consumer has the pharmacy on the doorstep, and there is usually a relaxed atmosphere which encourages the consumer to browse and ask advice if necessary. Shopping tends to be hassle free and on the whole, displays are attractive and eye catching".

The way gift sets are displayed

is crucial. Although the box shapes tend to take up more shelf space, it is worth while devoting as much space as possible to attractive and festive displays. Most consumers tend to be drawn initially by packaging. Bronnley's managing director Ann Rossiter says: "In developing gift sets, our objective is two-fold — to ensure they are attractive, eye-catching, high-turnover display items for retailers and offer high quality and value for money to consumers."

Shulton claim that two thirds of purchases at Christmas are made by women for men. Looking to the men's sector this year, popular products tend to be shower gels and body sprays which are a good combination, especially with the younger age groups. "People have been writing off talc for years but it is doing well and will continue to do so," says Nick Kohn.

He believes that the future will see an increase in products aimed at the "serious sport" sector as well as the emergence of more gift sets with skincare products for men.

The women's sector is favouring the usual fragrance and cosmetic coffrets this year, with handbag size fragrances highly featured. Eye-shadow sets are also popular and mini-size skincare kits are making their mark.

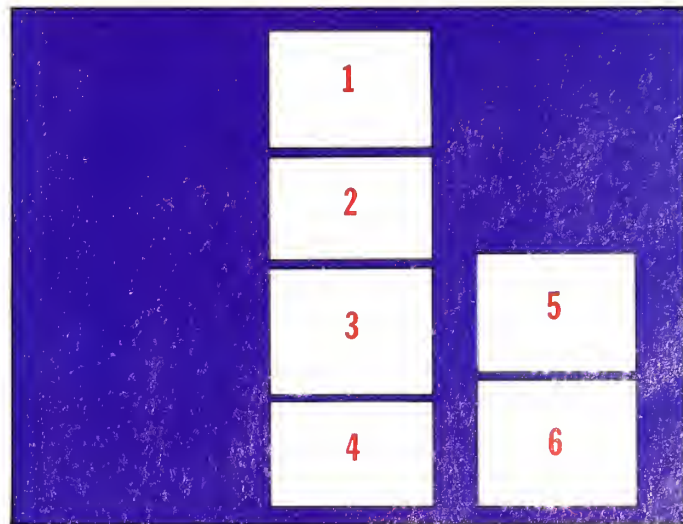
With such a wide choice available, it is crucial to make a commitment early and to support it. The enthusiastic consumers usually begin Christmas shopping in October and so ideally sets should appear on shelf towards the end of October and certainly no later than November or early December. Although the sets tend to sell themselves, the success of the season depends on the choices made now.

"Most pharmacists understand the gifts market very well and it tends to be an area that performs very well for them. However, it is always important to get a feel for consumer trends and to choose sets that will work well in particular areas. Committed brand support and good displays and point of sale materials all help," says Nick Kohn.





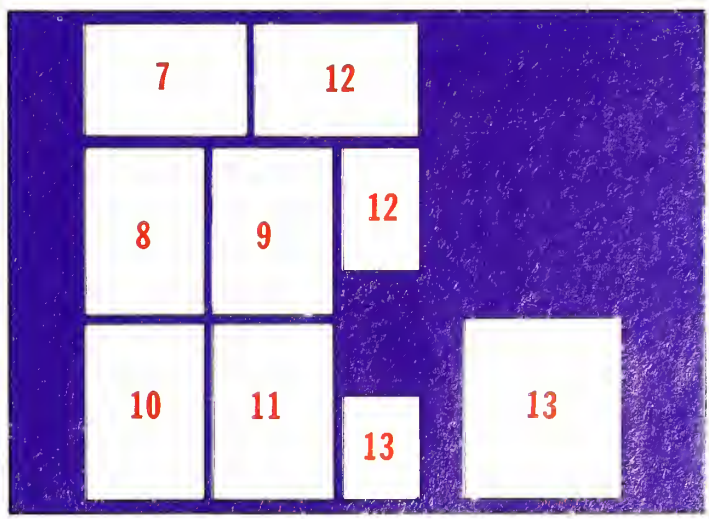
- 1 Richards & Appleby have a series of gift packs entitled **love and best wishes**, all retailing under £10.99. The ranges include: **the natural history collection** (£1.95 to £10.95) with a green theme, it is not tested on animals and comes in clear view packs. **Country fragrance** comprises a flannel gift set (£5.49); a bodycare gift pack (£4.99); satin bath dew (£2.69); draw liner (£3.99) and pot pourri basket (£3.49). **Just desserts** (£0.99 to £7.99) comes in gift baskets each with co-ordinated fruit shaped sponges. The **Tough Ted** treasure chest (£0.99 to £7.99) comprises talc, foam bath, soap and a Tough Ted badge, while the **Victoria Plum** range includes a 15ml spray perfume (£1.99) and a vanity case pack (£4.99). For toddlers and tots, **first friends** (£0.39 to £3.99) includes a three fishes novelty soap set and a range of soft toys. Finally, **Byron** for men (£1.49 to £6.99) features sets in perspex triangles. *Richards & Appleby Ltd. Tel: 0695 20111*
- 2 Once again Parfums Vanderbilt have created a series of coffrets — **Les coffrets fleurs** comprising: **Classic duet** with a 30ml EDT spray and 100g presentation soap at £16.75; **body luxuries** with a 30ml EDT spray and a 150ml body lotion (£22.95); **fragrance splendours** comprising a 30ml EDT, 100g presentation soap and 150ml body lotion (£27.50), and finally the coffret trio with 15ml EDT, 50g presentation soap and 50ml body lotion (£11.95). Range support will be a colour advertising campaign in the women's Press as well as scented cards. *Parfums Vanderbilt. Tel: 071-937 5454*
- 3 Badedas special gift packs will be supported with a £500,000 advertising campaign in the women's Press. Two coffrets feature the Badedas horse chestnut fragrance. The larger box (£8.95) contains a 200ml shower gel; 300ml bath gelee; a guest soap and a natural sponge, while the smaller set contains a 125ml bath gelee; 50ml shower gel and a soap, (£4.95). POS is available to support the range. *Beecham Toiletries Tel: 081-560 5151*
- 4 Tabu gets a festive look this Christmas with a "hot and spicy" theme with green, red and black packaging. There are various coffrets: a handbag size 15ml cologne mist natural spray and a lace handkerchief at £2.95; a 40ml EDT natural spray and 100g talc (£4.95); a handbag size 15ml cologne mist natural spray with a colour make-up collection (£5.95); a 50ml EDP natural spray with a pearl necklace at £7.95 and a 50ml EDT natural spray and couture purse (£9.95). *Dana Perfumes Ltd. Tel: 081-646 0344*
- 5 Impulse comes in a "stylish" quilted toilet bag in a choice of three printed fabrics with four waterproof compartments. Each bag includes an impulse body spray (£2.99) in a choice of three varieties — on fire, hint of musk or fresco. *Elida Gibbs Ltd. Tel: 071-486 1200*
- 6 Noir gets three coffrets for Christmas; the shaving set (£14.95) with 75ml aftershave, 100ml creme shave and a brass razor; the grooming set (£15.95) in a toilet bag with 30ml aftershave, 75ml bath and shower gel, 100ml creme shave and 125ml anti-perspirant aerosol; and the flask and fragrance set with 75ml aftershave and stainless steel hip flask (£16.95). *Rimmel International Ltd. Tel: 071-637 1621*

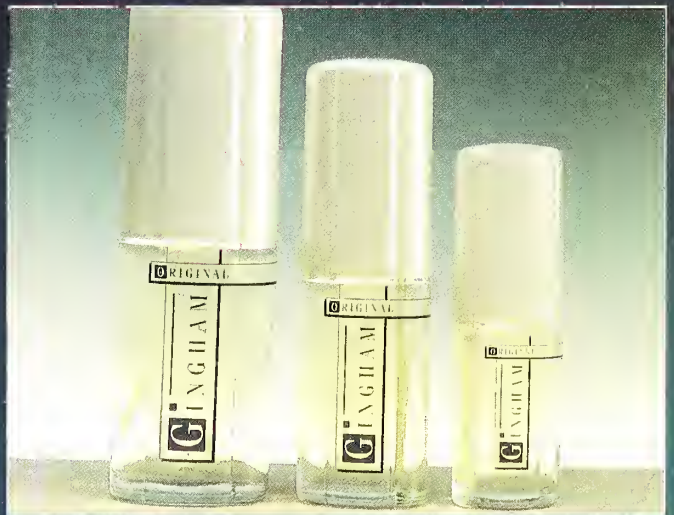






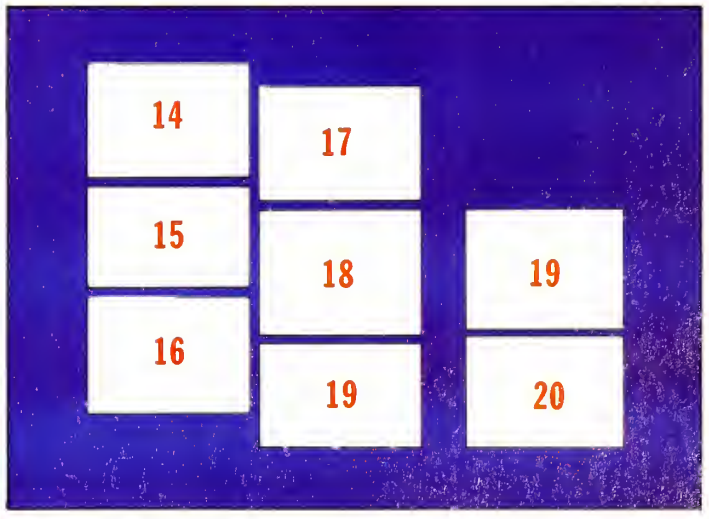
- 7** Surmanco hope to ease the frustration of searching for nail scissors this Christmas with their five item **magnetic beauty set**. A heavy duty metal strip can be fixed to the bathroom wall and holds three pairs of scissors a nail file and a pair of tweezers. The set (£9.99) is in steel and finished in 24ct gold plate. *Surmanco Ltd. Tel: 0742 720256.*
- 8** Jackel International are aiming to help the chemist sector to "cash in on Christmas" with a repeat of their **Tommee Tippee** Christmas toy tree offering a parcel of Tommee Tippee toys at 10 per cent off trade with a free Christmas tree display stand (£150 trade) and 16 toys selling at under £5. The Christmas snowman will also make his debut this year. *Jackel International Ltd. Tel: 091-250 1864*
- 9** A collection of baskets, mini-kits and boxes are on offer from Creightons. There are three baskets (£7.95) in a choice of three fruity fragrances with pot pourri, bath gel, shampoo and boxed soap while a special **Ocean Harvest** collection includes a foam bath, moisture lotion and boxed soap. Three fruit fragranced mini-kits (£3.95) contain two 25ml bath gels, two soaps and two 25ml shampoos. And miniature skin and body care kits each contain a cleanser, toner, moisturiser, hand and body lotion and two soaps. There is a soap trio (£3.25) and a soap drum (£3.20). *Creightons Naturally Plc. Tel: 0903 745611.*
- 10** Innova are introducing the **mosaics collection** of six colour cosmetic and skincare kits. Mosaics for the skin (£5.95) offers three trial sizes of cleanser, toner and moisturiser while mosaics for the nails (£5.95) is a six piece nail care set, both come in a quilted bag. The mosaics eye collection (£7.95) comes in a compact box with a choice of eight eyeshadows, two kohl pencils, two applicators and eye make-up remover. Also in a quilted bag, is the treatments pack with a day repair cream, eye gel and lip cream. The **prestige collection** offers a range of skincare and make-up products in a box presentation and retails at £25. Not forgetting men, Innova have two gift sets, the **Packa travel kit** and the **Packa sports kit** (£4.99). *Glopec UK Ltd. Tel: 0323 641244.*
- 11** **Jive in colour** is the Lechner Christmas theme, in compact disc or cassette formats. The compact disc powder collection has five eyeshadows, two powder blushers, lip gloss, lip brush, blusher brush and double ended applicator in three colour ways (£7.99). The second make-up kit, in cassette tape format, comprises three eyeshadows, a powder blusher, lip gloss, lip and blusher brush and double ended applicator (£5.99) The jive in colour collection also includes matching brushes in sets or packaged individually. A range of theatrical make-up gift sets includes: the starter collection (£14.99); the professional (£25.99) and face and body waterpaints (£7.99). *Glopec UK Ltd. Tel: 0323 641244.*
- 12** A collection of cosmetic and fragrance gift sets come from Revlon. Cosmetics in black cartons include: the jewel box, for consumers spending £35 or more on Revlon cosmetics; the lip and nail trinket box (£11.20) with matching lipstick and nail enamel in a black satin trinket box; the nail care set with nailcare products in a windowed gift carton (£15.95). Finally, the octagonal compact contains 12 eyeshadows, two blushers and a pressed powder (£9.95). Other gifts include **Ni'a Xi'ang** fragrance in five coffrets and "specials" including two coffrets at £15, a porcelain soap dish and soaps (£12.50), a porcelain ginger jar with bath grains (£15) and a dusting powder in a bronze drum (£12.95). There are two **Intimate** coffrets (£8.50 and £8.95) and a new 10ml EDT (£5.95) *Revlon International Ltd. Tel 071-629 7400*
- 13** Bronnley claim to have catered for every pocket this Christmas with a range of gifts starting at £0.95 to £60. The company is combining a selection of ribboned gift boxes — **almond oil, country herb** and **beeswax** with novelty items. They have also introduced a miniature 35g **almond oil talcum powder** into some of the smaller sets. Gifts include wicker baskets filled with almond oil nestled on pot pourri; toilet bags to match almond oil packaging filled with toiletries; almond oil Christmas crackers; rose, geranium and camellia pottery and almond oil products in a tin (£5.95) or a black ceramics bowl (£9.95). *Bronnley H & Co Ltd. Tel: 0280 707291*







- 14 Rimmel International have introduced seven gifts into the **Cachet** range including: the petit cracker stocking filler 9ml EDT spray (£2.95); the petit sac, a 15ml EDT trimline (4.75); the Cachet sac (£7.50), a 30ml EDT trimline; L'Ecrin à perles comprising a jewellery roll, 30ml EDT and pearls (£12.50); pochette de parfum, a 15ml spray with earrings in a lilac satin bag; and cadeau, a 15ml spray and soap (£7.50). *Rimmel International Ltd. Tel: 071-637 1621.*
- 15 Pretty Natural are looking to the male market with their **natural man sports bag** (£8.45). The five products in the bag are scented with lemon and ginseng and comprise: hair and body shampoo (200ml); conditioner shampoo (125ml); deodorant (50ml); talcum powder (100g) and aftershave balm (125ml). The products are non-animal tested and contain no animal fats, say *Pretty Natural Plc. Tel: 0237-470238.*
- 16 Exclamation will be supported with a £1m Press and television advertising campaign from September to January. It includes: a duffle bag with a 50ml PDT spray, 150ml body shampoo (£9.50) 15ml PDT with a toy penguin; a 15ml PTD spray (£3.95); 30ml PTD spray (£7.50); a 150ml fragranced body mist (£3.95) and a 150ml body shampoo (£3.95). **L'Aimant** sets include novelties such as a soft toy hippo with a 9ml EDT spray (£2.99), or a 9ml spray in a Christmas stocking (£2.25). **L'Aimant Eternelle** features a 30ml EDT spray and a 100g talc in a clutch bag (£6.95). **Fatale** comes in a range of ten sets including a 50ml EDT spray with evening bag (£7.95). Five sets from **Wild Musk** including a 15ml cologne spray with a cuddly lion (£2.25). Finally, for men, **Cedar Wood** sets are available at £4.95 and £5.50 and contain cricketing posters. *Beauty International Fragrances Ltd. Tel: 0491 33333*
- 17 Gillette have introduced a combination gift pack containing the **Sensor** system razor, three cartridges and a 75ml can of Shaving Gel. It will retail at £2.19. *Gillette (UK) Ltd. Tel: 081-560 1234*
- 18 Glopec UK have brought back their **Gingham** fragrance featuring brown and peach graphics. Four sets are on offer, including animal soaps (£1.79), an EDT with two soaps (£3.99) and a 15ml EDT, pot pourri and shell dish (£5.99). *Glopec UK Ltd. Tel: 0323 641244.*
- 19 Beecham Toiletries have the **Slazenger Sport** travel kit with deodorant stick, talcum powder and shampoo (£5.59). The all over body kit (£3.99) contains an anti-perspirant deodorant, shower gel and talcum powder in a blue presentation box and gift drum, a shower gel and cologne activ (£5.59). Coffrets in **Brylcreem Black** include a travel bag and a hair and body grooming set, prices start at £2.95. There are coffrets in the **Fenjal classic** and **avant garde** fragrances and three peach or pink toilet bags in **Pure & Simple** (£4.99 to £5.99). *Beecham Toiletries. Tel: 081-560 5151.*
- 20 Insignia from Shulton comes in a navy and yellow toilet bag (£9.99) with aftershave lotion, talcum powder and stick deodorant it also comes in a four piece set (£5.75), a cube set (£7.50), and the amphitheatre (£6.50) with aftershave lotion, shower gel, shampoo, deodorant stick and talc. Two and three piece sets are also available. **Blue Stratos** is in three sets starting at £4.95 for two-piece sets; as well as a toilet bag with aftershave lotion, aerosol deodorant and talc (£9.95). There are two, three and four piece sets in **Old Spice**, including a triangle gift with 75ml aftershave, 250ml shower gel and a face cloth (£5.25). **Mandate** sets start at £9.95 for a 50ml aftershave and 150ml deodorant spray. Finally, **Rapport** comes in two sets, one a three piece box (£12.50) with a 30ml EDT, 100ml deodorant body spray and 50ml regenerating aftershave gel. All ranges will receive "extensive" television support in the lead-up to Christmas, say *Shulton (GB) Ltd. Tel: 0734 793000.*





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Nature of the threat and the opportunity

"Pharmacy under threat" was the theme of the NPA regional conference in Sheffield last Sunday. NPA director Tim Astill outlined where the threat was coming from, and the opportunities...

The NHS is undergoing the most fundamental reworking since its inception. Many health authorities and FSHAs are going to have difficulty in coping with the speed of change. Few have any inkling of how the change will affect them. There are opportunities for pharmacists in the new NHS, said NPA director Tim Astill.

LPC and branch secretaries have been asked for nominations for the pharmacy representative on the new FHSAs. "It is critical that we get good people who know what they are about. Ensure your local branch secretary is looking for suitable names to put forward," he urged, but warned the level of commitment would be much greater than in the past.

Government guidelines which describe how GPs will operate indicative prescribing budgets make no mention of pharmacists, said Mr Astill. "Few have any experience in this area. Why not write to your local practice and offer your services."

Resale price maintenance is under review by the Office of Fair Trading and legislation is expected in the coming parliamentary session. RPM has served the public well, said Mr Astill. "I do not know what will happen. There has been no evidence of

profiteering by retailers, manufacturers or wholesalers, but it flies in the face of European policy. I hope we can beat any legislation before it is written."

But he warned that if RPM is to be kept, pharmacists must show how important it is. He urged that any evidence of price cutting be reported to the Proprietary Articles Trade Association.

Pharmacists had adopted a "peculiarly nonchalant attitude" towards health foods and supplements, said Mr Astill. "Much is written about public health, but pharmacy seems not to be taking part in the debate. Pharmacists need to be more selective in their choice of lines to stock than the average health store," he said.

Turning to what he described as "Boots' aggression", he asked whether the profession was spending too much time looking at the enemy without. "Boots have adopted a more aggressive approach to their pharmacy operation. The apathetic attitude adopted by many pharmacists does not help. It is seen in their attitude to training. At present the NPA's provision more than satisfies demand. It should be the other way around, he said.



The NPA perceives a major threat to community pharmacy, chairman Andrew Watson told the 90 delegates. It was worrying that the alarm bells were ringing so soon after the Nuffield Report, he said, and showed how much trust pharmacists could repose in the Department of Health! He thanked Doncaster Pharmaceuticals and Jardines financial consultants for sponsoring the event

On the pay front...

Surgery dispensing reduces the number of prescriptions pharmacists in East Anglia could potentially dispense by 30 per cent, according to PSNC deputy chairman David Coleman. It is factors like this that have a considerable effect on remuneration.

Discount recovery is another area where pharmacists lose out — the increase in discount scales from 8.3 to 9.67 per cent means

£32.1m is lost to contractors. PSNC has always maintained that a proportion of discount obtained should be retained by contractors, said Mr Coleman.

Since the Government is unlikely to set up a pharmacy review board to determine pay levels, it is important in the short term to ensure a favourable climate for the Pharmacy Review Panel's report later this year, he said. "We must make rejection of the report politically unacceptable. We must convince the public that a high street without a pharmacy is unthinkable."

But Mr Coleman warned external factors, such as the Government's desire to reduce interest rates and lower inflation prior to an approaching general election, could make it politically unacceptable to give pharmacists a realistic pay increase.

"The fight for residential homes has not done us any good," said Mr Coleman. "If a system can be offered at no charge to homes some civil servants might be wondering why contractors are asking to be paid."

When companies such as Boots posted record pre-tax profits, and when there is considerable take over activity in the sector, it can appear that pharmacy is an attractive proposition, he said.

In an aside, Mr Coleman said he did not see his position as deputy chairman of PSNC as that of a "chairman in waiting" or as a focus of discontent. "David Sharpe continues to have my full confidence and it is important we present a united front to the Department of Health," he said.

True cost of surgery supply

NPA director Tim Astill has joined Lincolnshire pharmacist Noel Baumber (table 2), to prove his point. Table 1: The relative costs per item of pharmacist and surgery dispensed prescriptions

Lincolnshire pharmacist Noel Baumber (table 2), to prove his point.

Table 1: The relative costs per item of pharmacist and surgery dispensed prescriptions

	Pharmacist	Disp GP
Labour costs	88.04	4.68
Property costs	8.73	1.14
Other overheads	23.05	7.95
Net profit	6.32	119.96
	126.14	133.73

Table 2: Figures from the latest Prescription Pricing Authority report comparing the cost of pharmacy dispensed prescriptions with surgery supplied items

	Non-dispensing GP	Surgery dispensed
Number of scripts	343.6m	24.6m
Average net ingredient cost	£5.13	£4.80
Total net ingredient cost	£1,763m	£117m
Number of patients	47.6m	3.2m
Average NIC/patient	£37.0055	£37.033
Prescriptions/patient	7.21 (100%)	7.71 (107%)
Gross profit/item	£0.814	£0.957 (117%)
Excess number of prescriptions	—	1,591,962
Excess growth profit	—	£1,523,58
Gross profit/patient	£5.86	£7.36



Richard Rutter (left) from Leeds and Chris Hotchen (right) from Wetherby find out more about the Venalink monitored dosage system from John Jones, one of exhibitors at the NPA mini-show running alongside the conference

PHARMACY update

Total parenteral nutrition: coping at home

Total parenteral nutrition (TPN), a speciality normally associated with hospitals, is the parenteral provision of all of a patient's nutritional requirements, because the enteral route is not available. There are, however, a growing number of TPN patients being fed at home. Tom Brimelow, TPN compounding manager at Kendall Co, looks at factors involved in feeding and how community pharmacists can help.

The primary clinical indication for TPN is poor nutritional status which cannot be corrected by the enteral route. This can occur:

1. Pre-operatively in the malnourished patient.
2. Post-operatively in patients with surgical complications, eg sepsis, fistulae, in organ failure such as kidney or liver failure, or the unconscious, comatose patient, where tube feeding is contraindicated.
3. In paediatric conditions such as necrotising enterocolitis.
4. Cancer-associated malnutrition.
5. Gastro-intestinal diseases leading to malabsorption, eg Crohn's disease, ulcerative colitis.
6. Conditions where there is inadequate oral intake, eg anorexia nervosa or short bowel syndrome.

How does the clinician identify a patient requiring TPN? This judgment is made using nutritional history, physical examination and clinical history, plus some simple laboratory tests.

The duration of TPN can vary from a few days in some cases, to the rest of a patient's life in others.

Once treatment for the prime disease state has been completed, the patient's stay in hospital may be only for the administration of TPN. This situation is less than ideal for both the hospital and the patient and the decision arises as to whether to send the patient home on TPN. The decision is not a light one. Two to three weeks of education and training are required in the technical aspects of TPN such as making small volume



injections of electrolytes and vitamins to bags, catheter care, spiking the TPN bag with a giving set and connecting it up to the catheter. All this requires a good aseptic technique, which does not come overnight.

Before discussing the specific requirements of the home patient, let us now look at how a TPN regimen is arrived at, what goes into it, how it is prepared and how treatment success or failure is monitored.

Biochemical monitoring

There are two stages to biochemical monitoring. The first one establishes any deficiencies, and suggests substrates to rectify this shortfall. Early monitoring includes:

1. Daily blood urea.
2. Serum creatinine.
3. Blood glucose concentration.
4. Serum electrolyte levels.

Other tests are needed at less frequent intervals: these include liver function tests, full blood counts and pro-thrombin estimations. Body weight should be monitored before commencing TPN and at defined intervals thereafter.

The second phase of biochemical monitoring is to ensure the patient's continued utilisation of the TPN and to correct any excesses or shortfalls that may arise. For instance, long term TPN patients may become deficient in trace elements, leading to complications, eg selenium deficiency causes cardiomyopathy; zinc deficiency leads to mental apathy, alopecia and skin disorders. These

problems can be avoided or corrected by appropriate supplements.

TPN solutions

Once the patient's needs are known, the TPN can be formulated from the same building blocks as those obtained from normal food. The only difference is that TPN substrates must be suitable for intravenous administration and ready for use by the body.

Proteins: Unfortunately proteins suitable for intravenous administration are not available but their amino acid precursors can be administered as infusions such as FreAmine III. Most amino acid infusion profiles are based on the composition of egg protein (the WHO standard for high quality protein) and include a balanced mixture of essential and non-essential crystalline L-form amino acids.

For optimal use amino acids must be administered simultaneously with an energy source, the ratio of energy to nitrogen being 100-150 kJ per 1g of nitrogen.¹

Energy sources: A number of carbohydrate and other caloric sources have been used to provide energy. To ensure utilisation of nitrogen sources, at least 30g of carbohydrate should be administered per 1g of nitrogen. It has been estimated that a minimum of 100g of carbohydrate is required to avoid ketosis, increased protein catabolism and other metabolic effects.

The preferred carbohydrate source is glucose, providing 3.75 kJ/g. It is both cheap and readily available, but most intake from this source is limited to only 1000-1500 kJ per day. This may be inadequate and therefore a second source of energy is needed.

The other main energy source is fat which can be provided as an emulsion of soya bean oil (providing 9 kJ/g), with egg yolk phospholipid or lecithin as the emulsifying agent (eg as in Intralipid).

Most regimens provide half the energy as glucose and half as lipid, so reducing problems associated with administration of too much of one or other caloric source.

The administration of lipid raises particular problems of stability, as it is an oil in water emulsion, and variations in electrolyte concentrations upset the stabilisation of the emulsion. Droplet repulsive forces are reduced by the addition of cations, particularly calcium and magnesium, resulting in flocculation and changes in droplet size.

Table 1

Electrolyte	Function
Sodium	Regulation of osmotic pressure and water balance in extracellular fluid. Active transport of glucose and amino acids. Conductivity and excitability of nerves and muscles.
Potassium	Regulation of acid/base balance. Regulation of osmotic pressure and water balance in intracellular fluid. Conductivity and excitability of nerves and muscles. Potassium also has a function in enzyme systems, carbohydrate metabolism and protein synthesis.
Calcium	Mineralisation of bone, regulation of neuromuscular transmission, muscular contraction, blood clotting mechanisms.
Magnesium	Co-factor for enzyme systems, cell permeability regulation. Magnesium also has a function in bone and DNA synthesis.
Phosphate	Mineralisation of bone, phosphate buffer system in acid/base balance. High energy bonds — ATP, component of nucleic acids, haemoglobin.
Chloride	Regulation of osmotic pressure in extra-cellular fluid, gastro-intestinal secretions, acid/base balance, cell membrane electrical potential.

All nutritional lipid emulsions have a mean droplet size in the range 100-600nm (ie chylomicron size) before they are mixed with the other solutions prescribed, but after mixing droplet size distribution may change rapidly depending on the electrolyte load. This can ultimately result in the total breakdown and the separation of free oil, a total contraindication in TPN. Knowledge and experience of what is likely to occur when putting a regimen together is therefore essential.

Electrolytes, vitamins and trace elements: As stated earlier, electrolyte requirements can vary enormously in the early stages of TPN as body deficits are corrected. There is also an increased need for some electrolytes such as magnesium and phosphate as the patient moves from a catabolic state to an anabolic state, but as a patient's

condition improves, requirements generally stabilise.

Electrolyte requirements are assessed via blood serum evaluations, estimation of renal function and monitoring the effects of replacement therapy. The main electrolytes and their functions are shown in Table 1,¹ and vitamins and trace elements in Table 2.^{1,4}

Compounding of TPN regimens

Once the biochemical data has been processed and the stability of the various components established to provide a workable regimen, the solutions have to be compounded to make an all-in-one mixture. As TPN solutions are good growth media for bacteria and fungi, strict aseptic conditions are essential for preparation. Sterile conditions can be provided in one of two ways:-

Table 2

Vitamins and trace elements have a role in enzyme systems. Below are listed some of the effects caused by deficiency^{1,4}.

Vitamin/trace element	Deficiency/metabolic effect
Vitamin C	Scurvy
Vitamin B6	Dermatitis, neuropathy
Vitamin B1	Cardiomyopathy, neuropathy
Vitamin B2	Stomatitis
Vitamin B12	Anaemia, neuropathy
Vitamin A	Keratomalacia, night blindness
Vitamin D	Rickets
Vitamin K	Haemorrhage
Copper	Anaemia, apnoea, neutropenia
Chromium	Neuropathy
Selenium	Cardiomyopathy
Iodine	Hypothyroidism
Molybdenum	Amino acid tolerance
Manganese	Dermatitis

Examples of trace electrolyte preparations are Addamel and Additrac. The usual vitamin preparations are Solivito N, Multibionta and Vitlipid N adult and paediatric.

(a) Traditional aseptic room with a HEPA filtered air supply. The room will contain a laminar flow cabinet providing a micro environment of clean air where the solutions can be mixed.

(b) Isolator technology — effectively a large PVC bubble, with a large supply of HEPA filtered air. The inside of the bubble and the raw materials are sterilised prior to the mixing process and the operator is totally separated from the product ensuring sterility.

When mixing the solutions, the order of mixing is important to avoid any adverse chemical reactions, such as calcium phosphate precipitation. In a lipid containing regimen, all the aqueous elements of the regimen are thoroughly mixed together before the addition of the lipid, so as to minimise electrolyte effects.

The mixture is usually held in a large plastic IV container made of either ethyl-vinyl-acetate (EVA) or a PVC material plasticised with tris-octyl trimellitate (TOTM).

Catheters and catheter insertion

Most TPN regimens are highly hypertonic and cannot be administered peripherally as rapid dilution is necessary to avoid vein damage. Such dilution is normally attained by using a central vein with a large flow volume. It is therefore necessary to insert a central venous catheter. Two basic types of catheter are available to provide this central access, depending on whether the access device is exposed or not.

The hub of TPN catheters is usually exposed, but catheters are now available with subcutaneous injection ports. These implantable hub catheters can improve the patient's life style as not only are they cosmetically more acceptable but also enable the patient to enjoy sports activities, eg swimming.²

These devices do have disadvantages. They are more expensive and some patients may not like, or find painful, the repeated puncturing of the skin. In this respect there are parallels to those problems experienced by haemodialysis patients.

The usual type of exposed hub catheter has the disadvantage of requiring extreme care, if problems such as blockage, infection, breakage or air embolism are to be prevented.

Catheter insertion is a sterile operation carried out under local or general anaesthetic usually in an operating theatre. Normally access is *via* the subclavian vein. Other veins can be used, such as the jugular or median orbital, but these routes have been associated

Continued on p36

Continued from p35

with the higher complication rates than subclavian access.

It is important that the tip of the catheter is correctly located in the superior vena cava, and a chest X-ray is usually performed to ensure the catheter is in the correct position.

Catheter care and administration

The precise protocol for maintaining the catheter (usually referred to as the feeding line or line) varies depending in which centre the patient was hospitalised.

The protocol must be simple to avoid the patient becoming confused and frustrated. An example of a typical protocol might be:

1. The patient always wears sterile gloves when manipulating the catheter.
2. The dressing covering the exit site where the catheter emerges from the chest, is changed on a weekly basis. The site is sprayed with chlorhexidine 0.5 per cent in IMS (allowing the spray to dry) and non-occlusive dressings are used.
3. When making and breaking connections in line, all connections are sprayed with chlorhexidine 0.5 per cent in IMS, allowing the spray to dry before carrying out the procedure.

Aseptic conditions must also be observed when making additions of vitamins and electrolytes to the TPN bag and when inserting the giving set. The TPN bag is hung on the drip stand and the giving set fed through an electronic pump, which regulates the administration rate to the patient. The patient disinfects the catheter hub and connects the giving set.

Administration usually occurs overnight, so that the patient is free from the infusion apparatus during the day. Once administration is complete the protocol for detaching the line is followed. Wearing sterile gloves, the patient sprays the site with chlorhexidine 0.5 per cent in IMS, detaches the giving set and injects either saline or heparinised saline into the line to keep it patent. A sterile luer-lock is used to shut off the hub.

Patient education

Before the patient leaves for home on TPN, education on strict aseptic conditions for catheter care, additions of vitamins, etc, to the bag, and making and breaking connections in the line, is given.

Hospitals usually issue a folder containing documented procedures along with checklists for supplies. In some cases there

is a 'What to do if' section for patient, parent or GP, if for example, a patient lives a long distance away from the training hospital or is on holiday and they have problems.

Patients should never be discharged from hospital until they feel confident and competent with all they are being asked to do. Relatives are also encouraged to train. This may help reduce the feeling of alienation that some patients have on leaving hospital for home on TPN.

Problems associated with home TPN

The problems associated with administering TPN at home can be split into two groups, practical and psychological.

1. Practical problems: These may include:

- (a) Converting a room at home to store all the accessories required for administration.
- (b) Picking a drip stand that will run fairly easily over carpets. It is useful to have two drip stands, one for upstairs and one downstairs.
- (c) Having giving sets that will allow gravity flow as well as fitting into an infusion pump, to enable relative freedom in moving up and down stairs.

(d) The infusion pump alarming at night disturbing the sleep.

2. Psychological problems: These form the majority of problems for home patients.

Many feel that they are different from the rest of the community, because they have partially or wholly lost the ability to take food enterally. The loss of a normal eating habit, ie sitting round the family table, discussing the day's happenings and so on, can lead to anger and frustration.

Obviously home TPN changes the lifestyle of patients and their families. These changes can include restricted travel, social life, altered sleep patterns and leisure activities¹. In many cases, the disease state and treatment has resulted in either total loss of employment or the need to change to a part-time job.

On leaving hospital the home TPN patient will have fears of coping. Home visits by the hospital doctors, nurses and pharmacists to chat over problems often reduce these feelings.

The community pharmacist can help in this role by being involved with the GP in ensuring patients have adequate supplies of accessories and having a duplicate copy of protocols in case the patient needs reassurance. The pharmacist must be prepared to

gain the patient's confidence and give practical and emotional assistance to help reduce anxieties and alienation.

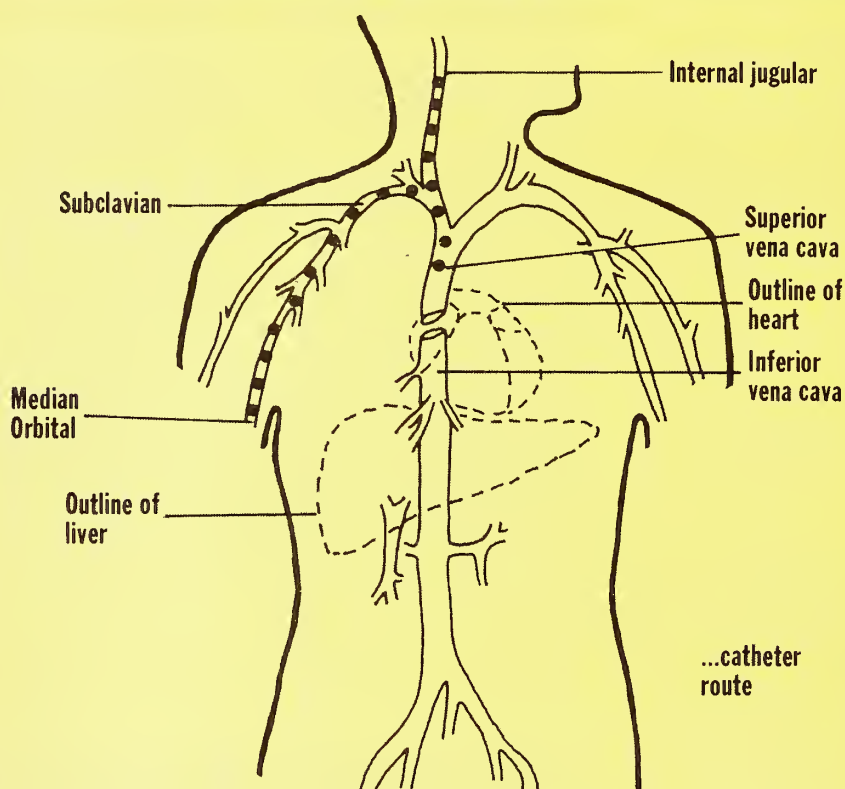
Conclusion

The number of home TPNs is increasing every year and the community pharmacist has a golden opportunity to help provide a healthcare service to a special group of patients. The need for support has resulted in the formation of PINNT (Patients on Intravenous and Naso-gastric Nutrition Therapy), a group run by the patients themselves. Further information about the group can be obtained from: 9 George Street, Helpringham, Sleaford, Lincs NG34 0RS.

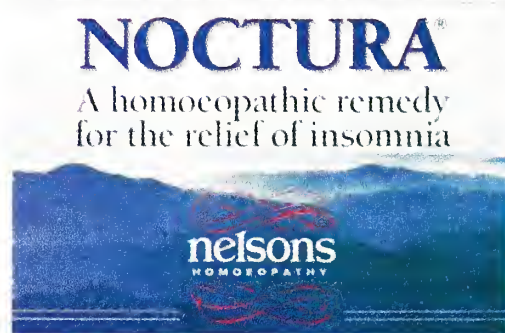
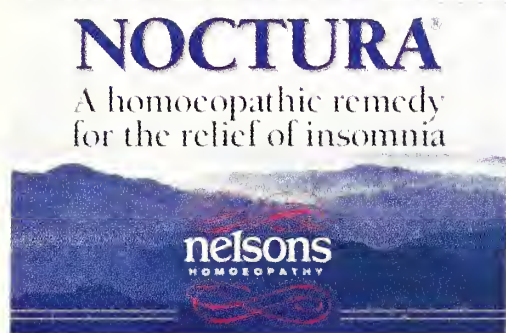
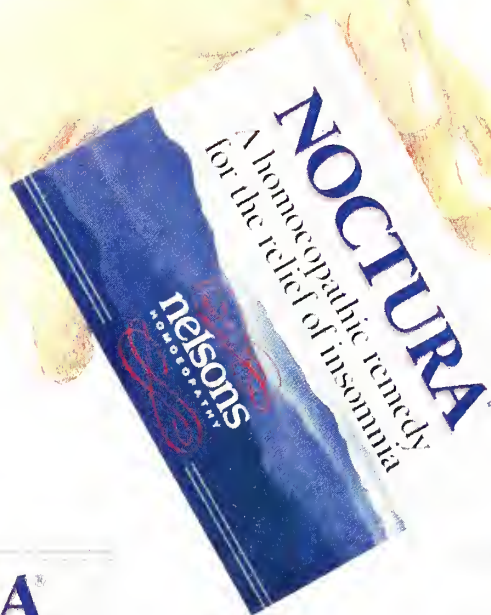
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CATHETER ROUTES



A venous catheter, inserted via the subclavian vein, or less frequently the jugular or median orbital, is used to administer the TPN solution



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Increased opportunities for self-care across Europe now that political barriers are tumbling down, and the "threat to free speech" by controls on OTC advertising, were under the spotlight at the 26th AESGP conference in Brussels last week.

EC OTC advertising proposals 'regressive'

The EC Commission's proposals on advertising of OTC medicines to the public are "regressive and ignorant", said Mr Robin Isacson, regional vice-president, Nicholas Laboratories, Belgium.

At a time when freedom is spreading across the East "like a breath of fresh air", the West still faces a fog of needless restrictions and has to fight for a basic right, freedom of commercial speech, said Mr Isacson.

The denial of "free and fair" commercial speech is a denial of free competition and may even contravene Article 10 of the Convention of Human Rights, that is the right to receive and impart information without interference by public authority and regardless of frontiers, he said. Yet the Community's commitment to the removal of barriers is intended to enable a free flow of products and services between states which will lead to increased competition.

Although we are all used to regulations in one form or another, there is a big difference between regulations that reinforce responsible behaviour and those which unfairly restrict the opportunity to compete, said Mr Isacson.

Pharmaceutical advertising exists to create brand awareness to help consumers make an informed choice. Television "when used properly" provides the least opportunity for miscommunication, said Mr Isacson. Advertising itself is assessed by broadcasting authorities and the products are also assessed and free for sale to the public, and should be allowed access to media in all countries, he said. But instead a situation exists that is at best a "violation of free speech" and at worst "a glaring hypocrisy".

In both Belgium and Denmark OTC medicine advertising is currently banned from television despite a recent EC directive. Yet with the advent of satellites and cable television, Belgium has the highest proportion of homes with cable TV at 90 per cent — many people receive signals from other countries and can see advertisements for international brands.

Countries that allow wide



Robin Isacson

media access to OTCs do not have over-consumption, as shown by the Netherlands which has the lowest consumption of medicines in Europe while allowing OTC advertising on all media, said Mr Isacson.

The trend towards self-care is becoming more and more important and needs to be supported by a proper information system.

Without detracting from the important role that pharmacists play in informing and educating consumers, the public's appetite for information must be supplied from other sources, and mass media advertising is essential, he added.

"It is our responsibility to promote responsible self-medication. This cannot be achieved without the use of mass media advertising and television in particular," said Mr Isacson.



Gopa Mitra

SPCs the 'visa' to Europe

Most of the proposals in the AESGP's "Passport to Europe" have been accepted by the EC but there is some way to go, Sheila Kelly of the Proprietary Association of Great Britain told the conference. In particular, mutual recognition must be made to work or the whole system will stop, she warned.

The Commission has listened to their proposals and incorporated them in the directive on labels and leaflet information so the new directive requires product information to be in simple languages that consumers understand.

Proposals on legal status are also in line with AESGP requests and the directive on classification will establish criteria for both prescription and non-prescription status that will be applied nationally, said Ms Kelly.

However, problems were likely to arise with registration. AESGP has proposed that a product dossier be sent to the first member state which then assesses it and issues a Summary of Product Characteristics (SPC), ie a "passport".

Once the directive is implemented manufacturers with a national marketing authorisation will be able to extend this to other countries. If it works OTC products will not need to use the



Sheila Kelly

centralised system. But the EC proposals could run into difficulties, warned Ms Kelly, with even minor product differences between countries causing hold-ups in the approval procedure. "Unless member states are genuinely prepared to recognise each other's decisions, the major role of the Committee on Proprietary Medicinal Products will be acting as an appeal committee to deal with minor differences between states," she warned.

The decentralised system will not be fully operational until 1996 and the Association has pledged to spend the next six years developing national and European SPCs for key ingredients which will be acceptable to all member states and to the CPMP. "We hope the European SPC will be a visa," said Ms Kelly.

Detailed ads prove too much

Consumers cannot fully understand detailed information in advertisements, and including such information may affect the ability to communicate basic product details, a survey for the Proprietary Association of Great Britain has found.

Advertising has been criticised for being over-simplistic because it only mentions the conditions suitable for self-medication and products available for their treatment, but the industry has always maintained that this should be complemented by detailed pack instructions on safe and proper use, said Mrs Gopa Mitra, of PAGB.

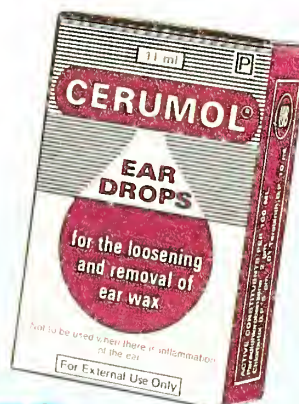
In the PAGB survey some 1,200 men and women were shown different versions of television advertisements for Sinutab and Contac 400. One version contained full label text, one had simple text and the other had no additional text. Detailed information was well recalled (80-90 per cent) though unspecific, and remembered better than a direction to: "Always read the label" (60-70 per cent when prompted). Spontaneous recall of "Always

read the label" was as high as any of the items in the text.

The survey showed that the presence of full text decreases communication of the main product messages in the commercial such as recall of what the product is for. There was also evidence that the full text lead some people to assume that they are experts on medicines and may be more likely to take them without reading the label.

There is still a wide gap in some European countries between the "potential" circulation of non-prescription medicines which are paid for by the state and the "actual" products paid for by the individual, said Mrs Mitra. Consumers, governments and pharmacists are ready to expand the self-medication sector and manufacturers have a major role in providing fully assessed products. All of these products "must be allowed to be advertised to the public" said Mrs Mitra.

If self-medication practice is to be nurtured and encouraged there must not be unnecessary obstacles placed in the way, she said.



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Hungary's experience

Price subsidies in Hungary had caused a lowering of the status of pharmacy, and led to massive wastage of drugs, according to Dr Ferenc Endrenyi, of the country's National Institute of Pharmacy.

Since 1977 only 15 per cent of the price of a drug has been met by patients, with the remainder subsidised by social insurance. A uniform scale has been applied to charges which were originally 15 per cent of the 1977 price, but were fixed at a maximum of 10 HUF from 1984, said Dr Endrenyi, director, division of registration and drug safety.

This led to depreciation of pharmaceuticals and the pharmaceutical experts, the pharmacists, he said. "A big cone of ice cream in the street cost more than the most expensive medicine," said Dr Endrenyi. "Nobody wanted to economise on medicines and their consumption and home storage reached an incredible degree."

Thus Hungary was behind only the USA and West Germany in *per capita* drug consumption, said Dr Endrenyi. Since 1989, the price system has started to find "its proper place" and a 3 per cent wholesale and 20 per cent retail margin has been added to the manufacturer's price to give the retail price.

commission" increases to 4 per cent wholesale and 28 per cent retail.

Social insurance refunds are given in varying percentages according to the type of illness being treated; for instance, drugs for chronic illnesses receive a 100 per cent refund whereas hypotensives and anti-ulcer drugs receive an 80 per cent refund.

Self-medication is now becoming more and more important in Hungary, with two types of non-prescription medicine available — pharmacy medicines and paramedicines. The latter are sold from pharmacies and drugshops or specialist shops explained Dr Endrenyi.

Drug registration in Hungary is with the Ministry of Social

Affairs and Health. Since 1986, the number of products awaiting registration has increased dramatically, said Dr Endrenyi. Because of a shortage of staff and lack of facilities, only about 100 products can be registered each year and at present there are some 800 awaiting registration, he said.

Until recently, distribution has been exclusively through Hungaropharma, but this monopoly has recently been broken "in the new spirit of our times" said Dr Endrenyi, and several firms have been licensed for wholesale trade in "a particular pharmaceutical".

Changes to the price structure of non-prescription medicines took place in 1989 with average increases of 600 per cent leading to a decrease in sales figures.

Liberalisation and adaption of legislation is on its way to allow promotion of pharmaceuticals, which can only be advertised to professionals at present. However, paramedicines can be advertised on television and radio, said Dr Endrenyi.

He hoped that favourable political changes would enable better health education and this, combined with the new price structure, would lead to a reduction in excessive drug consumption in Hungary. "With up to date propaganda and the right attitude towards pharmacy, we can direct self-medication in the right direction," said Dr Endrenyi.



Dr Ferenc Endrenyi



Dr Klaus Schmidt-Menschner

Essential procedures

Companies registering new products should have access to both centralised and decentralised procedures under the proposed EC directive on harmonisation, Dr Klaus Schmidt-Menschner of Bayer, West Germany, told the conference.

At present a centralised procedure has been proposed for biotechnology products and other "high tech" products and new chemical entities, and a decentralised procedure, based on the principle of "mutual recognition" for other categories. There should be access to the centralised procedure for the authorisation of new OTC products that are intended to be marketed across the Community, said Dr Schmidt-Menschner. OTCs could also be licensed under national procedures which are limited to applications for marketing in a single member state. The centralised procedure could also apply to "POM to P" type transfers, he said.

Dr Schmidt-Menschner suggested a number of further improvements which could be made. These included the recognition of a single marketing authorisation dossier across the EC, common evaluation on quality, efficacy and safety, and registration decisions made within a reasonable, specified time, such as 210 days.

The draft proposals are deficient in that they only focus on new medicinal products, "therefore it is not surprising that the POM to P switch is not covered adequately".

Dr Schmidt-Menschner suggested that the legal status should be based on the risk potential of products and linked only to medical criteria rather than economic factors. Product information should also be standardised with both decentralised and centralised procedures leading to identical product information.

Eastern tradition of self-medication

The Eastern European OTC market has been static, if not decreasing, over the past few years but rapid expansion is beckoning. However, self-medication has always been important in Eastern Europe, said Dr Marion Schaefer, of Humboldt University, GDR.

The attitude towards self-care is governed by very deep traditional roots and practices vary from nation to nation. In Poland books on traditional remedies are again in fashion and can be found in most households, said Dr Schaefer. Homeopathic remedies are only used in East Germany, but herbal plants play an important role in the Soviet Union, Poland, Romania and Bulgaria — "the homeland of herbal plants", she said.

While the use of home remedies has always been promoted as cost containment, in Romania it has become a substitute for conventional medicine because of the lack of drugs, said Dr Schaefer.

OTC drugs have a much smaller market share in Eastern

Europe compared with the West, being less than 10 per cent of the total market in most countries. As in Hungary, the number of drugs licensed for self-medication has been restricted to about 20-30 per cent of all drugs registered in East Europe, and there has been a strong focus on rational drug use through prescription medicines, with anything else being considered irrational, said Dr Schaefer.

Because of limited resources the import of highly effective prescription only drugs has been favoured and a "need-clause" has been applied, added Dr Schaefer. As far as distribution goes, most Eastern European countries place a strong emphasis on pharmacies although in Poland drugs are sold in supermarkets and from kiosks. In the Soviet Union drugs can be bought in a bazaar and there is a strong potential black market, said Dr Schaefer.

She predicted that the use of OTC drugs is likely to become a more important part of the self care concept in Eastern European with a new approach by Western

companies, but the availability of financial resources will remain crucial in this development, said Mrs Schaefer. "Surely the Eastern European market is ready to accept more and better OTCs. One can only hope for a strategy that will apply approved and effective mechanisms of self regulation to that share of the market," concluded Dr Schaefer.



Dr Marion Schaefer

BUSINESS NEWS

Sumatriptan licence submitted

Glaxo have submitted product licence applications for their migraine treatment, sumatriptan, in both the UK and the US.

Information on both the oral and injectable forms have been submitted to the licensing authorities in the UK, containing trial data on more than 6,000 patients gathered over three years.

In the United States, Glaxo Inc has filed a new drug application to the US Food and Drug Administration for the injectable form, and the oral presentation is expected to be submitted later in the year.

Sumatriptan, which acts on cranial blood vessels, has shown activity against both migraine and cluster headache, in clinical trials. Migraine affects between 10 and 12 per cent of the population, with an estimated cost in work time lost of £240m annually in the UK.

AAH show strength despite market

AAH Holdings have achieved a sales increase of over 9 per cent in the year to March 31, despite a year when "national economic policy has adversely affected" a number of the markets in which the businesses operate.

Healthcare services, by far the largest division, accounted for an increased share of turnover up from 73.8 per cent to 81.3 per cent, to £822.3m.

Turnover up 9.2pc to £1,011.5m

Pre-tax profits up 9.3pc to £32.8m

Earnings per share up 10.3pc to 33.2p

Total dividend up 12.97pc to 13.5p

"We have maintained our position as the United Kingdom's largest wholesaler of pharmaceuticals," observes the company's preliminary statement.

The trading profit for the division has increased from £18.4m to £20.6m, a 12 per cent improvement. The company observes that its pharmaceutical wholesaling business has recovered ground following the

prohibition of Unichem's share scheme in May of last year.

They admit that AAH Meditel was held back by doubts over the ownership of medical record data, but the company is now saying this issue does not appear to be a hinderance to progress. With its first significant post-marketing surveillance contract with Schering Plough started in January, and studies commissioned by Glaxo and ICI, the company is expecting AAH Meditel to be trading profitably by the end of the year.

The healthcare services division is also achieving higher net margins in the retail sector and its contribution to profits "is of increasing importance".

Overall the group has achieved a trading profit of £33.3m, 10.6 per cent up on 1989. Pre-tax profits show a 9.3 per cent increase at £32.8m while earnings per share have risen 10.3 per cent to 33.2p. The company has recommended a final dividend of 9.0p, making a total for the year of 13.5p or almost 13 per cent more than last year.

Support for EC patent plan

A European Commission patent proposal will benefit the UK pharmaceutical industry and help the Government achieve its NHS objectives, claims a report published recently by Touche Ross Management Consultants.

The UK Government is currently considering whether or not to support the proposal, in which the patent life of a medicine would be extended by issuing a complementary protection certificate equal to the period between the start of the patent term and the date of the first authorisation to market the medicine, less four years. The certificate could not be issued for longer than 10 years.

The EC proposal, which would come into effect on January 1, 1993, is more generous than that approved by the USA and Japan but prices and *per capita* consumption are both higher in these countries than in the EC, the report points out.

Increased patent protection will result in innovative medicines and stimulate research into so-called "orphan diseases", where existing returns are not high enough to justify the commercial risk. NHS medicines expenditure will increase but the NHS reforms will enable the Government to exert control on the overall levels of medicines spending, the report argues, and the industry's profitability on NHS sales can still be controlled through the PPRS.

Encouraging economic prescribing and increasing generic prescribing can cut costs but a more balanced, longer term strategy needs to ensure that prescriber have a choice of innovative medicines. The proposal for complementary patent certificates would help to achieve this.

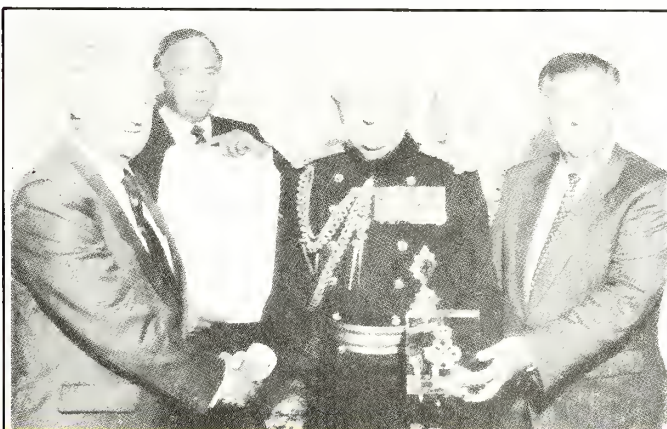
The report, "Piecing together a healthy future," was commissioned by the Association of the British International Pharmaceutical Industry. Copies from Dept PB90, Hill House, 1 Little New Street, London EC4A 3TR.

Kerfoot deal still on

Charles Savage, managing director of Thomas Kerfoot, has denied trade rumours that the acquisition of Kerfoot by Medeva has been halted following a better offer for the Manchester-based generic manufacturers from another company.

Mr Savage confirmed the rumours were untrue and said he was pleased with the progress of talks with Medeva whom Kerfoot perceive as being "an exciting partner".

Medeva announced an agreement "in principle" to purchase Kerfoot for £13m (C&D June 23, p1124). The deal is thought to bring benefits from the combination and rationalisation of Kerfoot's generic business with that of Evans Healthcare.



Wellcome's Mr A. Beresford, pilot plant manager of the Retrovir Project Group, (far right) receives the Queen's Award for Technological Achievement from the Lord Lieutenant of Greater London, Field Marshall the Lord Bramhall. Also pictured are (far left) Sir Alfred Shepperd, chairman at the time of the award, but who retired a week ago, and Dr Trevor Jones, director, research, development and medical

Miles move as rumours talk merger

Miles Ltd are warning their customers that no orders will be dispatched during the week commencing July 23, and that from July 30 all distribution formerly coming out of their Bridgend factory will be transferred to their Basingstoke site. Despatch from Basingstoke will commence July 30.

The company urges that regular orders which would

normally be placed during the week commencing July 16 for the following week should be brought forward so they are received by July 13 at the latest.

Industry rumours indicate an early merger between Miles Ltd and Technicon, the combined company to be known as Bayer Diagnostics. A move to Stoke Poges in 1991 also looks a strong possibility.

Whistle blowing OK

Employees who blow the whistle on dishonesty, wrong-doing and dangerous practices by their colleagues should be encouraged and protected by their employers rather than being looked upon as "sneaks", according to CBI director general John Banham.

"It is not easy for a worker to 'blow the whistle' on his or her colleagues," he argued. "These people act as a safety net when serious crime has slipped undetected through the rest of a company's defences."

He was speaking at the launch of a new study of business ethics sponsored by the Nuffield Foundation, where he is a management trustee. The study recommends potential whistle-blowers should:

- ☐ Determine whether a practice is illegal, potentially dangerous or against the public interest
- ☐ Decide whether it is likely to cause damage in human or financial terms to the company, shareholders, customers or employees
- ☐ Think about the cost of possible rejection by colleagues and the likely effect on their family.

Mr Banham said: "The best companies already provide ways for their employees to express their concerns on ethical issues; more will need to follow their example. Whistle blowing is a fail-safe and is obviously only a last resort. No-one should be expected to stand by and do nothing, if, for example, large sums of money are being siphoned off from a company or the taxpayer."

Minding Your Own Business: Self-regulation and whistle-blowing in British Companies, by Marlene Winfield, published by Social Audit, £6.50 (book); £2.50 (pamphlet). Tel: 071-485 7743.

SB invest in Irvine

Smithkline Beecham Pharmaceuticals have announced they are to proceed with a £4m investment at their factory in Irvine, Scotland. The investment will cover the building of a specialised processing area for the manufacture of the new anti-depressant, paroxetine.

A spokesman for the company said he could not speculate on when the drug might get a product licence but "our investment expresses our confidence".

SB's Irvine factory was opened in 1973 and currently employs some 800 staff. It provides chemical processing facilities for a number of Smithkline Beecham's pharmaceuticals.

Boots offer retail training

Boots are to take 6,000 places on the retail training certificate programme, which they claim makes them the first major retailer to offer all new full-time employees the opportunity to gain a nationally recognised retail qualification.

First introduced through the National Retail Training Council in March 1989, Boots has been piloting the scheme in 100 of its stores during the past year.

Gordon Hourston, managing director of Boots the Chemists, said this week that the scheme had improved recruitment, raised standards of performance, improved quality of training and better motivated staff. Staff turnover was 14 per cent less in those stores where the retail certificate was offered, said Mr Hourston.



At the first of a series of roadshows held at the New Connaught Rooms, London, Shulton (GB) introduced their 'Pro file' customer service package. This entitles customers to benefits such as early delivery, merchandising assistance and a £4m television and press campaign. The 75 independent chemists present were given the opportunity to provide instantaneous feedback to Shulton's proposals using electronic keypads; predictably, 98 per cent were in favour of guaranteed deliveries. Seen here are (from left) Alan Green, Shulton territory manager, C.J. Patel, Elmfield Drugs; Kamlesh and Arun Aggarwal, Austin Chemists; H. Patel, Elmfield Drugs

Unichem conversion follow-up

Only 17 members of the former industrial and provident society, Unichem, failed to convert their shares by the deadline of June 25 — a statistically negligible number.

The simultaneous share offer of five offer shares for every 12 conversion shares was taken up by 4,271 out of 4,315 of the former members, and of the 19,868,565 10p shares on offer 19,663,200 have been accepted, raising £1,966,320. Unichem plan to use this sum, after deducting costs, to reduce borrowings and strengthen their balance sheet.

Unichem are now formally registered as a plc with Lord Rippon confirmed as chairman. The company still has plans for Stock Exchange flotation in November this year.

Duma Packaging (UK), A new specialist packaging company for the pharmaceutical and healthcare industries has been formed in Tunbridge Wells. Duma is an established continental company which produces a range of tamper evident containers and closures from 15ml to 1500ml capacity. The company has new child resistant containers in the pipeline. Tel: 0892 513206; fax: 510137.

Fisons have expanded their pharmaceutical interests in Japan with the purchase of a further 15 per cent of Fujisawa-Fisons, the joint venture company they have shared with Fujisawa Pharmaceuticals since 1980. The company has paid Y3 billion (around £11.3m) for the shareholding.

The deal means that Fisons now hold some 65 per cent of the equity of Fujisawa-Fisons, and intend to expand the company's activities into the hospital sector. Fujisawa-Fisons currently has a sales force of 120 and annual sales of £50m.

COMING EVENTS

The National Pharmaceutical Association's North West regional conference will be held this year on November 11, at the Lord Daresbury Hotel, Warrington.

The joint hosts will be NPA Board members Jeremy Clitherow (Merseyside), Marshall Golman (Manchester) and Alan Facer (Lancs). An "interesting programme of speakers" is promised and there will be a mini-exhibition of NPA services.

Advance Information

European Academy of Allergology & Clinical Immunology. Annual conference at the Scottish Exhibition Centre, Glasgow, July 8-11. Registration fees £375 (delegates), £75 (accompanying

guests). Details from Congress Registrar, Conference Associates EAACI, 55 New Cavendish Street, London W1M 7RE.

National Association of Health Authorities. "Generating ideas: money raising initiatives in the NHS", meeting at the Royal Institute of British Architects, London, July 10. Details from Barbara Connah, media relations manager on 021-471 4444.

Tolley Conferences. "Practical personal tax, planning and uses of trusts", Harrogate, September 12, Nottingham September 14. Information from Heather Johnson on 081-686 9141.

The Society for Drug Research. "Molecular Pharmacology of drug receptors", School of Pharmacy, Brunswick Square, London WC1, September 27. Details from Barbara Cavilla on 071-581 8333.

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MMC INVESTIGATIONS INTO RAZORS AND RAZOR BLADES

The Monopolies and Mergers Commission is investigating whether there is a monopoly in the supply of razors and razor blades for wet-shaving use and, if so, whether any aspect of it operates against the public interest. At the same time the Commission is conducting a merger inquiry to consider whether acts or omissions arising from the provision of finance to Swedish Match NV for certain acquisitions, including the Wilkinson Sword companies in the EC, operate against the public interest.

Any persons wishing to give information or views on these subjects should write, as soon as possible but not later than 20 July 1990, to: The Reference Secretary (Razors and Razor Blades Inquiry), Monopolies and Mergers Commission, New Court, 48 Carey Street, London WC2A 2JT.

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ABOUT PEOPLE

Leeds win CP golf shield

The fifth annual triangular golf tournament for CP Pharmaceutical's shield has been won by Leeds.

They beat the Birmingham and Manchester Golfing Societies' teams, at Wakefield Golf Club last Wednesday, in the competition sponsored jointly by CP, Stoke-on-Trent Health Foods, and Robinsons of Chesterfield.

Leeds Captain, David Mitchell, received the shield on behalf of the team, on what happened to be his 60th birthday. It must be said, however, that the best individual score was made by Jon Ralphs of the Birmingham team.

Lincoln Branch National Pharmaceutical Association: Keith Swann replaces Alan Bentley who has retired after many years as branch secretary. The NPA Board agreed at its June meeting to send a message expressing gratitude to Mr Bentley for his loyal service and wishing him well in his retirement.



John Savage (second right) of John's Pharmacy, York, was the lucky winner of a colour television in the prize draw at Bleasdales trade show. At the presentation are (from left). Mr C Wragg, Bleasdales managing director, Joyce Kearney, PR manager, APS and John McClellan, key accounts executive North, APS



Dr Jane Portlock receives a cheque for £1,200 from Steve Lewis, marketing executive at 3M

3M award £1,200 for clinical pharmacy

The 3M Riker Clinical Pharmacy Award has been won by a team from Portsmouth and SE Hants District Health Authority.

The award, organised in conjunction with the United Kingdom Clinical Pharmacy Association, consists of a bursary provided by 3M to fund a research project in clinical pharmacy.

This year a record number of participants competed for an increased bursary of £1,200 which was awarded to Dr Jane Portlock and her team to fund their project entitled "Economic and quality of life assessment of asthma treatment".

Dr Portlock received the award at a presentation day at the UK Headquarters of 3M Health Care in Loughborough.

Last year's bursary winner, Dr Michael Daley of the Morrison Hospital in Swansea, was also there to give a presentation of his completed project entitled "Development of a micro computer programme to enable self instruction for children in inhaler techniques".

Postscript

From *The Independent*, June 29, under the headline "Piles of pilfering":—

"American shopkeepers, who lose more than £14m a day in shoplifted goods, have finally got to the bottom of the matter. A new study says the most consistently stolen item is Preparation H, a medication for the treatment of haemorrhoids."

Nice one, Whitehall!

APPOINTMENTS

New reporter joins C&D

Dr Jane Feely, PhD, MRPharmS has joined the staff of *C&D* where she will be working as a reporter.

A native of Tenby in South Wales, Jane gained her pharmacy degree from the University of Bath in 1984. After a hospital pre-registration year, she returned to academia, gaining a PhD in pharmacognosy from Nottingham University in 1989.

Prior to joining *C&D*, Jane spent some time as a pharmacy manager in Beverley, North Humberside. She was most recently employed as assistant editor of the monthly drug index, *MIMS*.

The National Association of Health Authorities and Trusts (*C&D News* last week) has appointed William Darling, CBE, FRPharmS, as chairman, effective August 1. Other appointments are: Dr Chris Robinson (deputy chairman), Dr Donald Burrell and Simon Cussons (joint treasurers), Philip Hunt (director), Derek Day and Yvonne Mouncer (deputy directors), and three standing committee chairmen.

Smithkline Beecham Consumer Brands have appointed Colin Atkinson as sales services director UK. He was previously sales director Personal Care UK, and has been replaced by David Weston, formerly sales director Healthcare UK.

Alberto Culver UK Ltd have appointed John Miller as managing director; he was previously European finance director. Tom Monaghan is appointed marketing director, from marketing controller, and Mike Worsfold becomes operations director.

The Society of Cosmetic Scientists have elected V.H. Hyde of L'Oréal Golden president 1990/91. I.M. Phillipson of CTPA will serve as vice-president. Mr Philip Rothwell has been elected an honorary member of the society.

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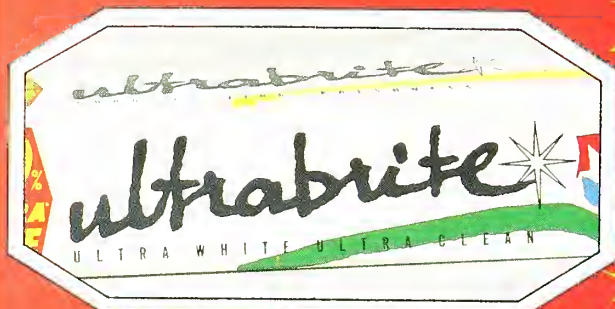
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